



ONLINE RETAIL BRANDS REPORT SOUTH AFRICA

2020



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Published by: Acentric Marketing Research (Pty) LTD

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EXECUTIVE SUMMARY

- Clothing/shoes/fashion is the category with the largest penetration over the last 12 months (counting from the date of survey completion in early March 2020) followed by cell phones, computers and cosmetics.
 - Amongst males who buy clothes/shoes/fashion accessories online (a smaller percentage than females), average spend is significantly higher than females.
- Takealot had the highest brand penetration (percentage purchasing) over the last 12 months, followed by Game, Amazon, Ackermans and Edgars.
 - Takealot also leads in terms of estimated revenue (R7.6bn).
 - Pick n Pay leads in terms of purchase occasion frequency.
- Evetech had the highest average annual spend per customer (R8,721) for the 12 months preceding the survey.
- Takealot leads in terms of customer-based brand equity, followed by Amazon and Game. The brand equity measure (the ABM index) reflects both brand awareness and perceived brand performance on 14 dimensions.
 - Takealot's main strength is its high brand awareness levels, along with competitive delivery costs and delivery speed
 - Takealot's closest substitute in terms of brand positioning on the measured attributes is Loot.
- 'Economy/value for money products' and 'value for money' were the store attributes most correlated with whether or not a store brand was preferred.
 - Three segments were identified, each with their own needs profile.
- Email is still the preferred communication channel.
- Delivery timelines and slow websites are the most frequent issues reported.
- EFT is the most widely available payment mechanism, followed by credit / cheque cards.

POPULATION DEFINITION AND SAMPLE

The total South African population was estimated at 58.78 million in 2019.¹ The survey target population was defined as South African residents aged 15² and older who had purchased from an online store within the last 12 months.

Approximately 42.32 million (72%) are 15 and older³ and the internet user population is estimated at 56% as of 2017. The survey began on the 28 / 2 / 2020 and completed on the 8 / 3 / 2020. Of the 319 who participated, 264 (83%) had purchased from an online store in the last 12 months and completed the questionnaire in full.

As a result, the online shopper population is estimated at approximately **19.67 million** (34% penetration) for 2019. *This estimate is similar to Statista's estimate (based on an entirely independent data source and methodology) of 20.24 million (projected to reach 21.9 million by the end of 2020).*⁴ *This lends additional confidence to the estimate.*

INTERNET USAGE IN SOUTH AFRICA

A prerequisite for the operation of online retailers (and ecommerce in general) is the existence of internet access in the target market.

Historically internet usage-growth was stagnant in South Africa. Changes in legislation in 2007 opened the market resulting in rapid growth after that point. . According to ITU⁵ data the largest growth occurred between 2009 and 2010, catapulting from 10% in 2009 to 24% in 2010. Internet usage in South Africa is 56% of the population as of 2017. South African internet usage is higher than BRICS members India and China, but lower than Brazil and Russia.

¹ [Statistics South Africa](#). This is a 2019 mid-year estimate.

² *Due to reasons of purchasing power and the ability to act independently of parental supervision, those below 15 were excluded from participating in surveys. At present this seems to be the consensus in the industry, although this may vary. It is also considered unlikely that extensive numbers below 15 years of age would have the means or permission from parents / guardians to shop online.*

³ [CIA World Factbook](#). This is 2020 estimate.

⁴ [Statista](#) estimate of the ecommerce market size.

⁵ [International Telecommunications Union](#). Some countries data is available until 2018. South Africa only available up and until 2017.

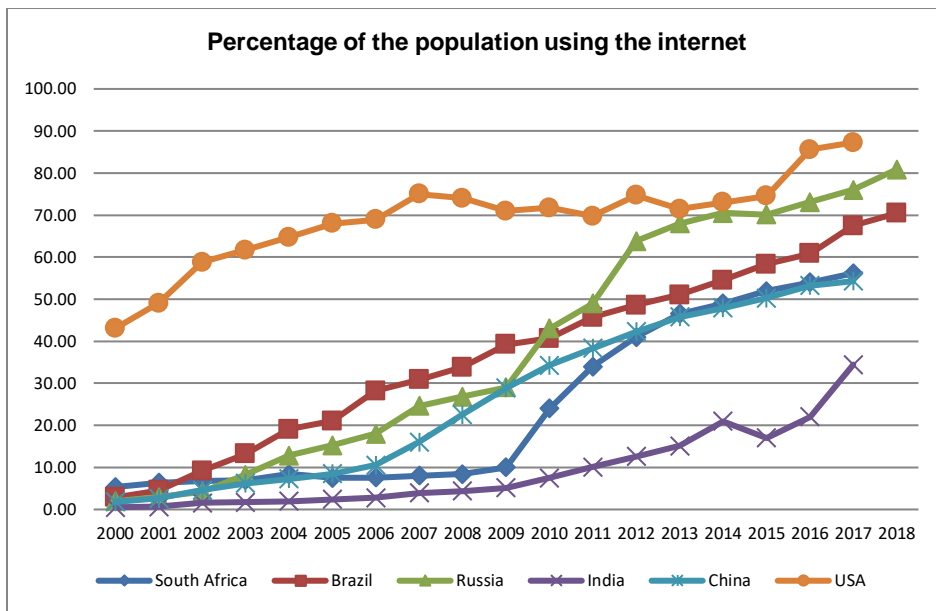


Figure 1: Internet usage - South Africa versus the BRICS and the USA

SELECTION OF BRANDS FOR INCLUSION IN THE STUDY

Since it is impractical to include all of the online retail brands in South Africa in one survey; brands were included in the survey on the basis of search results. Searches were conducted using search terms specific to each category.

The following categories were focus areas:

- Appliances, cell phones and other consumer electronics
- Books
- Cosmetics
- Fashion (clothes & shoes)
- Jewellery / watches

Brands at the top of the first page of Google search results were given preference.

Only the categories with the highest penetration in the population were selected for inclusion. Categories without strong local representation were excluded. Intangible products / services were excluded as they do not fit the commonly understood definition of retail. The Cambridge dictionary defines retail as *the activity of selling goods to the public, usually in shops*. It should also be noted that local representation is often weaker in such categories as it is easier for international companies to offer intangible products such as software locally. Services representation may be stronger locally dependant on the degree to which the service is attached to geography, requirements for physical contact and local regulations.

SAMPLE WEIGHTING PROCESS

The sample was weighted in order to represent the internet user demographic profile – both online shoppers and non-shoppers were included in this process in order to avoid incorrect weighting – while subsequent analysis only focused on online shoppers.

Variables that were related to online shopping were identified and used in the weighting process, while simultaneously attempting to exclude variables within the set that would be highly correlated. For instance personal income was excluded due to its strong correlation with household income.

The final set of weighting variables included: age, gender, household income, ethnic group, education and urbanization. In order to reduce the probability of failure to converge and to reduce the size of weights (and hence standard error inflation) variables were collapsed. Weighting caps of 4 were applied as precaution, but fortunately seldom required.

ROUNDING

Rounding has been applied throughout. Please keep in mind that if a brand or category is reported as 0%, this does not automatically mean that 0% of respondents responded affirmatively, since percentages below 1% were rounded down to 0%.

BASE SIZE NOTE:

The brands listed below *without* stars are excluded from the brand signature and brand performance charts due to small base sizes. Brand penetration and brand awareness percentages make use of the full base and are therefore included for all brands. While average frequency and spend bases are small for brands without stars, they are included out of interest; however caution should be exercised in interpretation.

Ackermans*
ActiveCellular*
Amazon*
Archive
Audiomart*
Bargain Books*
Best Beauty Buys
Bid or Buy*
Book People
BT Games*
Builders*
CA Cellular*
Cellucity*
Chrono24
ComX
CUM
dearrae
Dion*
Direct Deals
Dyson
Edgars*
Elite Occasions
Eveteck
Exact*
Excellular.co.za
Exclusive*
Fashion World*
First Shop
Foschini*
Foxy Beauty
Game*
HiFi Corp*
Hirsch*
House and Home*
House of Cosmetics*
Incredible*
Laptop Direct*
Loot*
Makro*
Mens Shoe Centre
Metro Cosmetics
MRP*
Netjewel
Next
NWJ*
PayCheap

Pink Cosmetics
PnP*
Poetry
Pwnedgames
Raru
Readers Warehouse
Signature Cosmetics*
Silvery
Smartphone Shop*
Solo Shoes
SoundSelect
Step Ahead
Superbalist*
Tafelberg
Takealot*
The Book Dealers
The Brand Store
The Fix*
The Watch Channel
The Watch Co.
Top Watch
Tread + Miller
W24
Watch Republic
Watches Direct
Watchfinder
Woolworths*
Yuppiechef*
Zando*

DEMOGRAPHICS

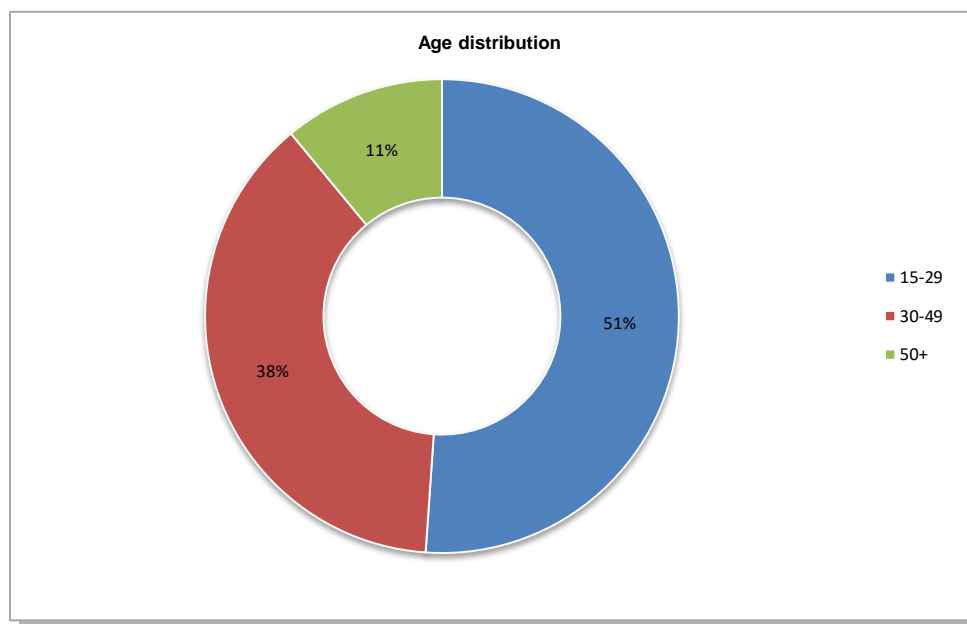


Figure 2: Age distribution

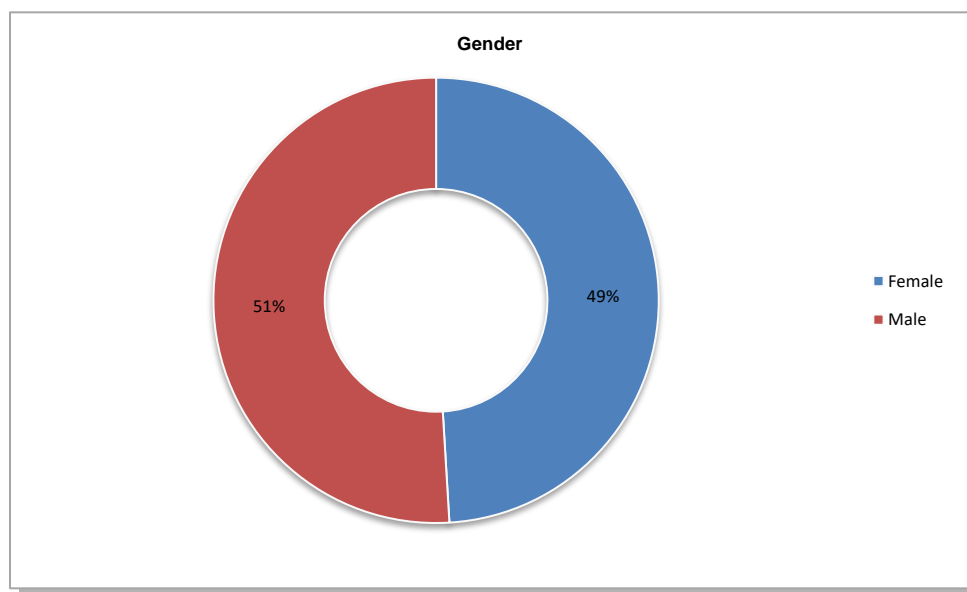


Figure 3: Gender

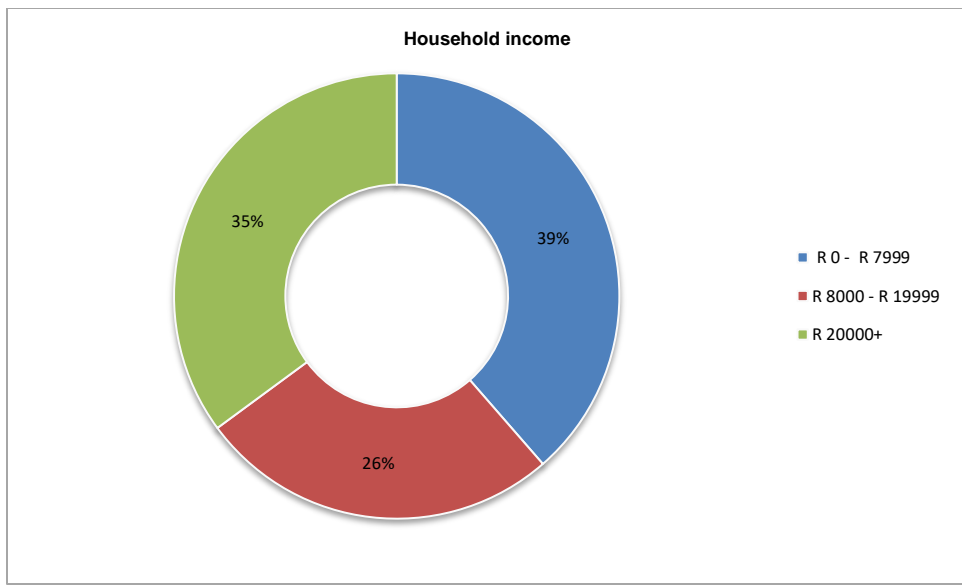


Figure 4: Household income

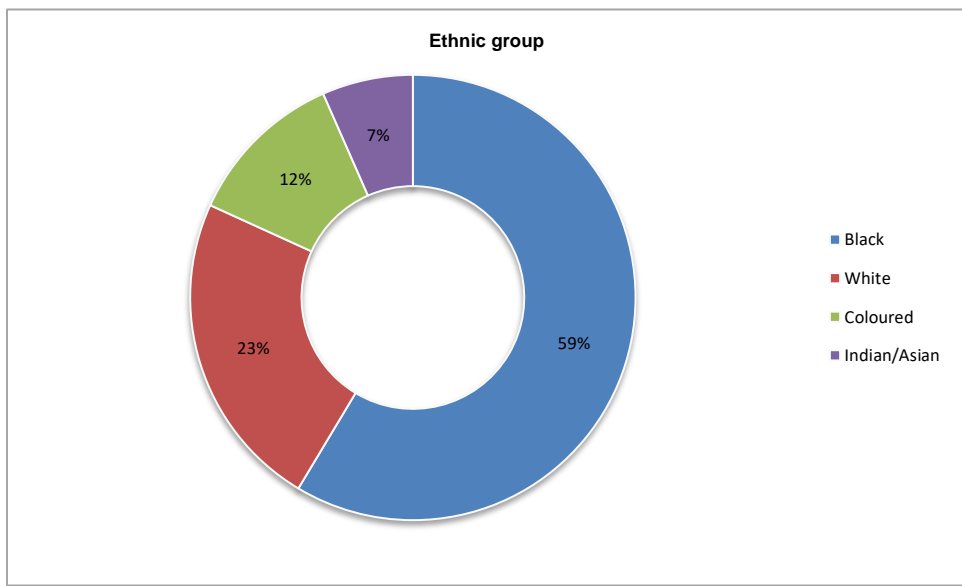


Figure 5: Ethnic group

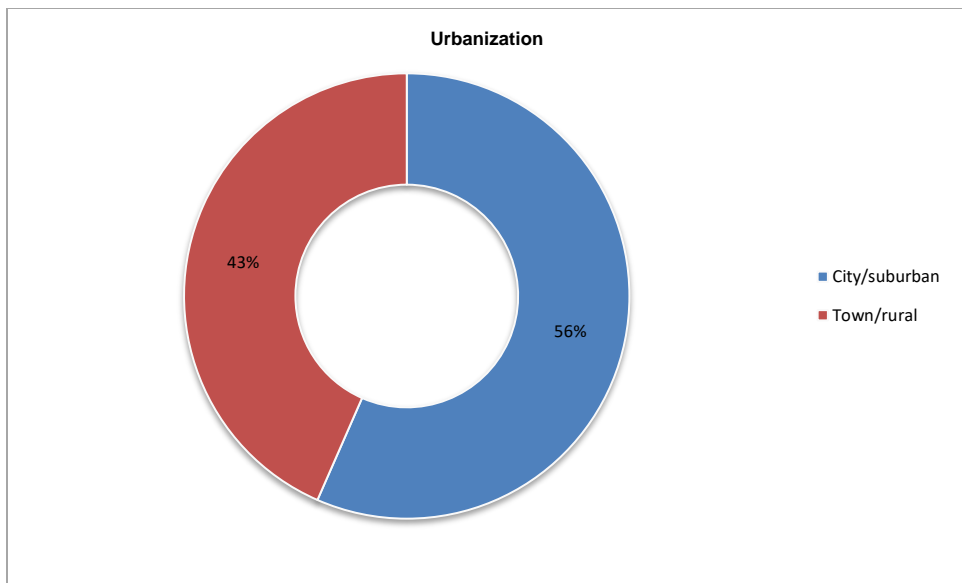


Figure 6: Urbanization

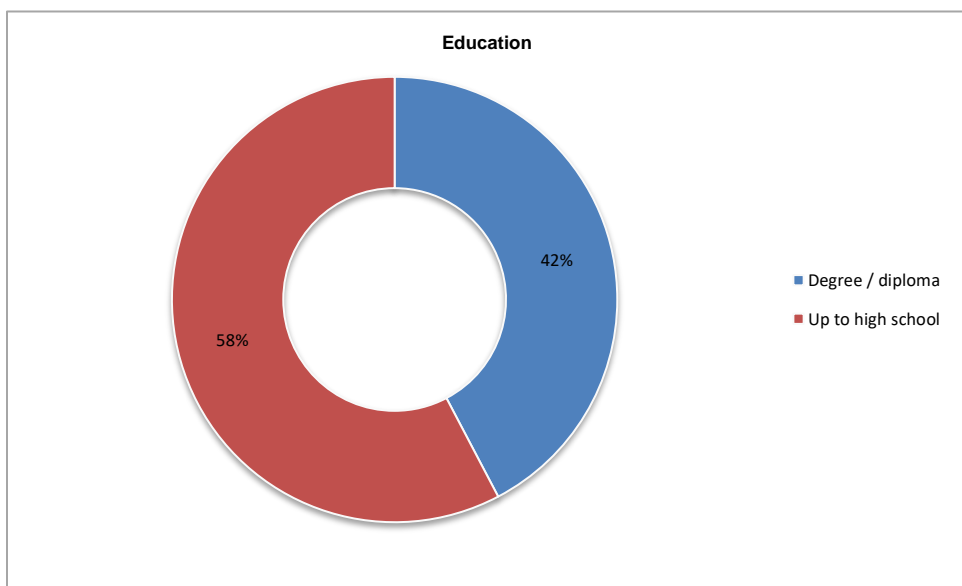


Figure 7: Education

ONLINE RETAIL MARKET SIZE ESTIMATE

The South African online retail market size is estimated to be approximately R40.3 billion for 2019. This is based on Acentric's consumer survey results for the 2019 period.

Historical estimates are also provided for context. Historical estimates are estimated from a model using secondary data input.

	2017	2018	2019	2020
Revenue Rm	27,334	30,916	40,292	50,505
Revenue US\$m	2,055	2,332	2,789	3,028
Exchange rate	13.30	13.26	14.45	16.68

Table 1: Estimated SA online retail market size

Technical note: Historical numbers – from 2017 to 2019 is estimated using model based on secondary data.

Year on year growth to 2020 is estimated at 25%, with a compound annual growth between 2017 and 2020 of 23%.

	2017	2018	2019	2020	CAGR
Growth	NA	13%	30%	25%	23%

PRODUCT CATEGORIES EVER BOUGHT, BOUGHT LAST 12 MONTHS, FREQUENCY AND SPEND

The percentage **ever** buying each type of product is shown below. Clothing/shoes/fashion is the category with the largest penetration over this period, followed by cell phones, computers and cosmetics.

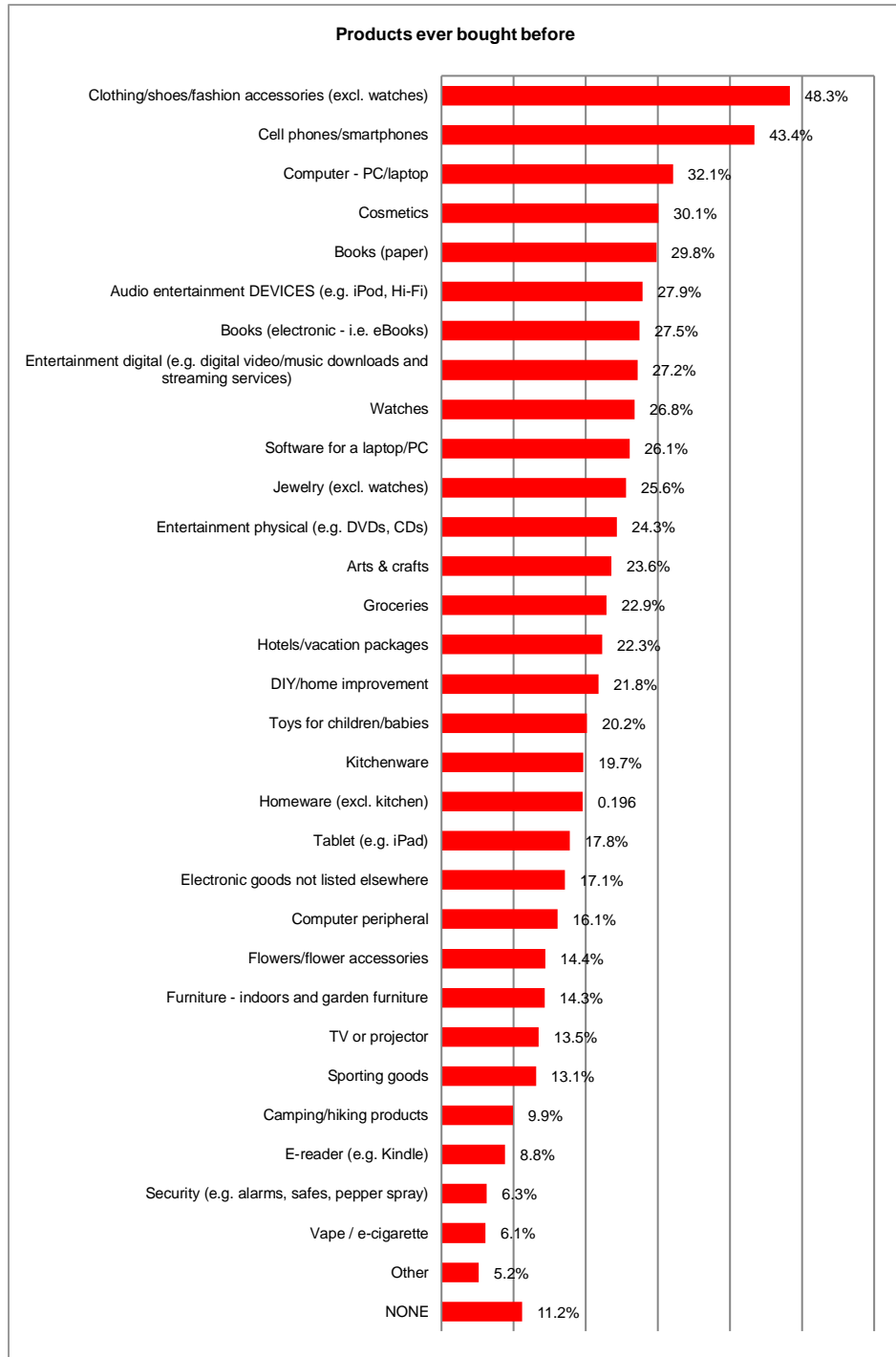


Figure 8: Products ever bought online before

Over the last **12 months**, the clothing/shoes/fashion category has the highest penetration, followed by cell phones, cosmetics, computers, books and groceries. *Groceries rise in penetration is notable, when comparing with its 'ever' bought rank.*

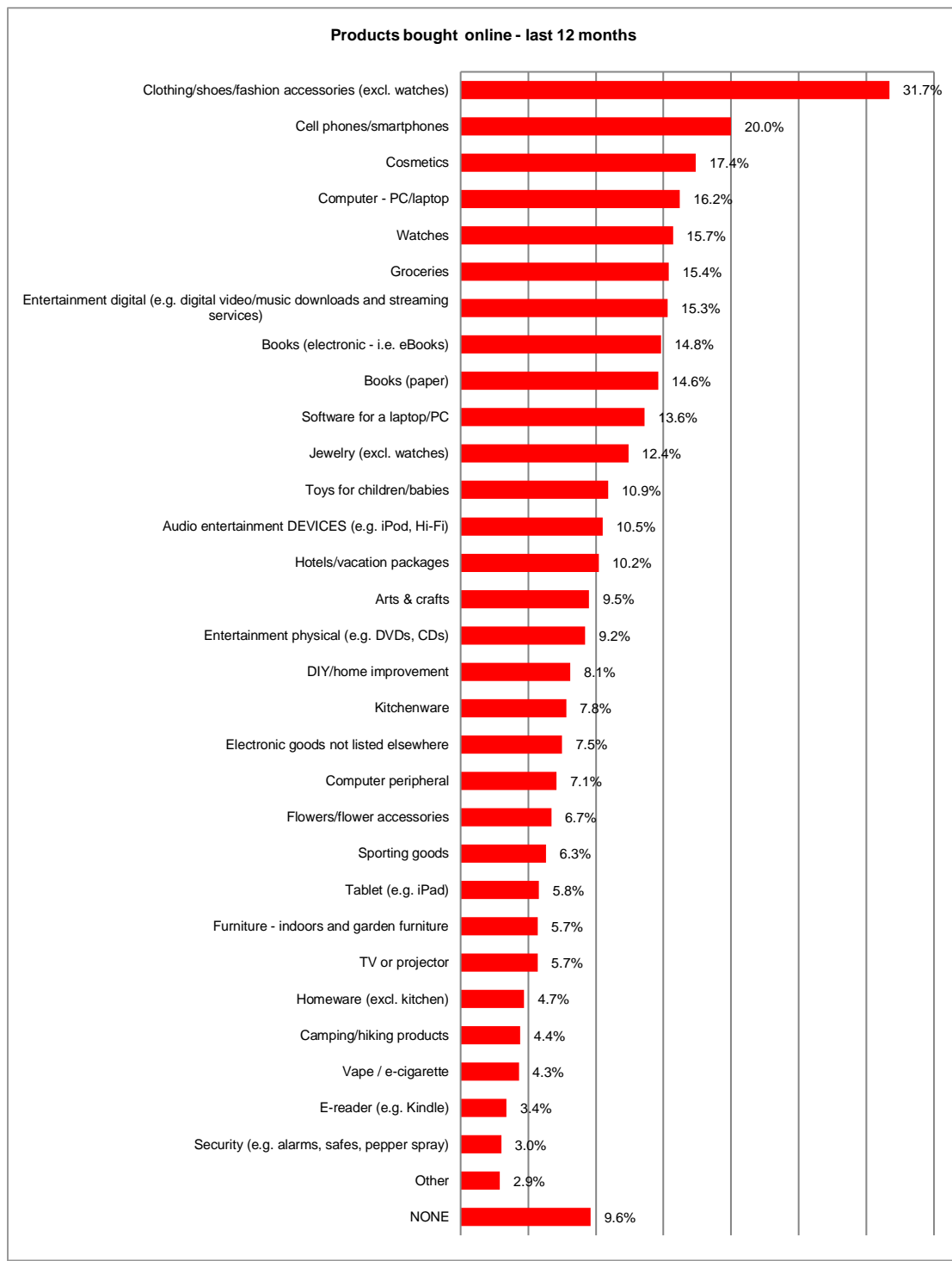


Figure 9: Products bought online - last 12 months

Even though lower in penetration, digital entertainment is the most frequently purchased product online, followed closely by physical entertainment, eBooks, software, groceries, clothing/shoes/fashion and sporting goods.

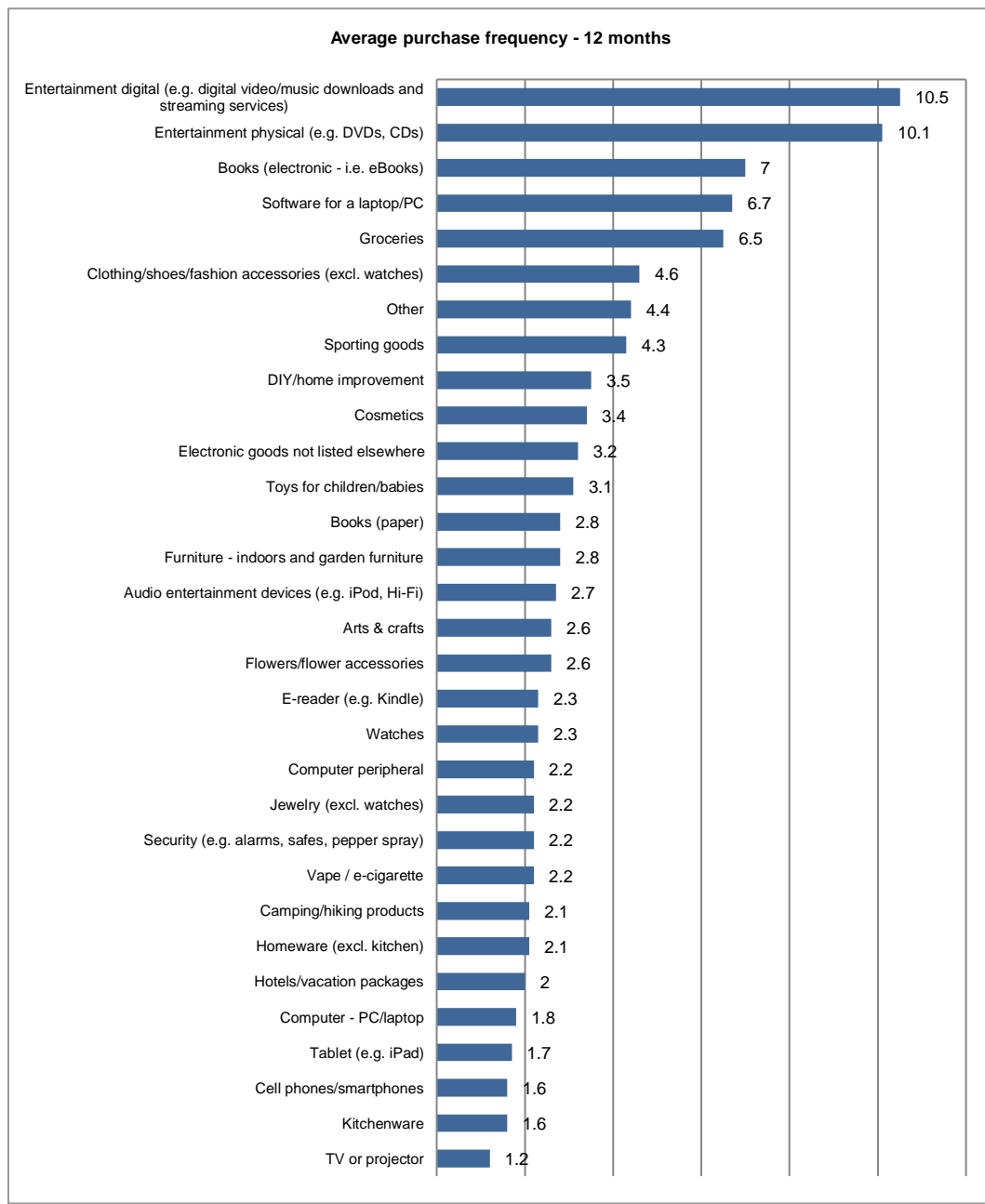


Figure 10: Average purchase frequency - 12 months

The largest average category spend over the previous 12 months was on furniture, followed by hotels/vacation packages, groceries, TV/projectors, computers, cell phones and clothing/shoes/fashion accessories.

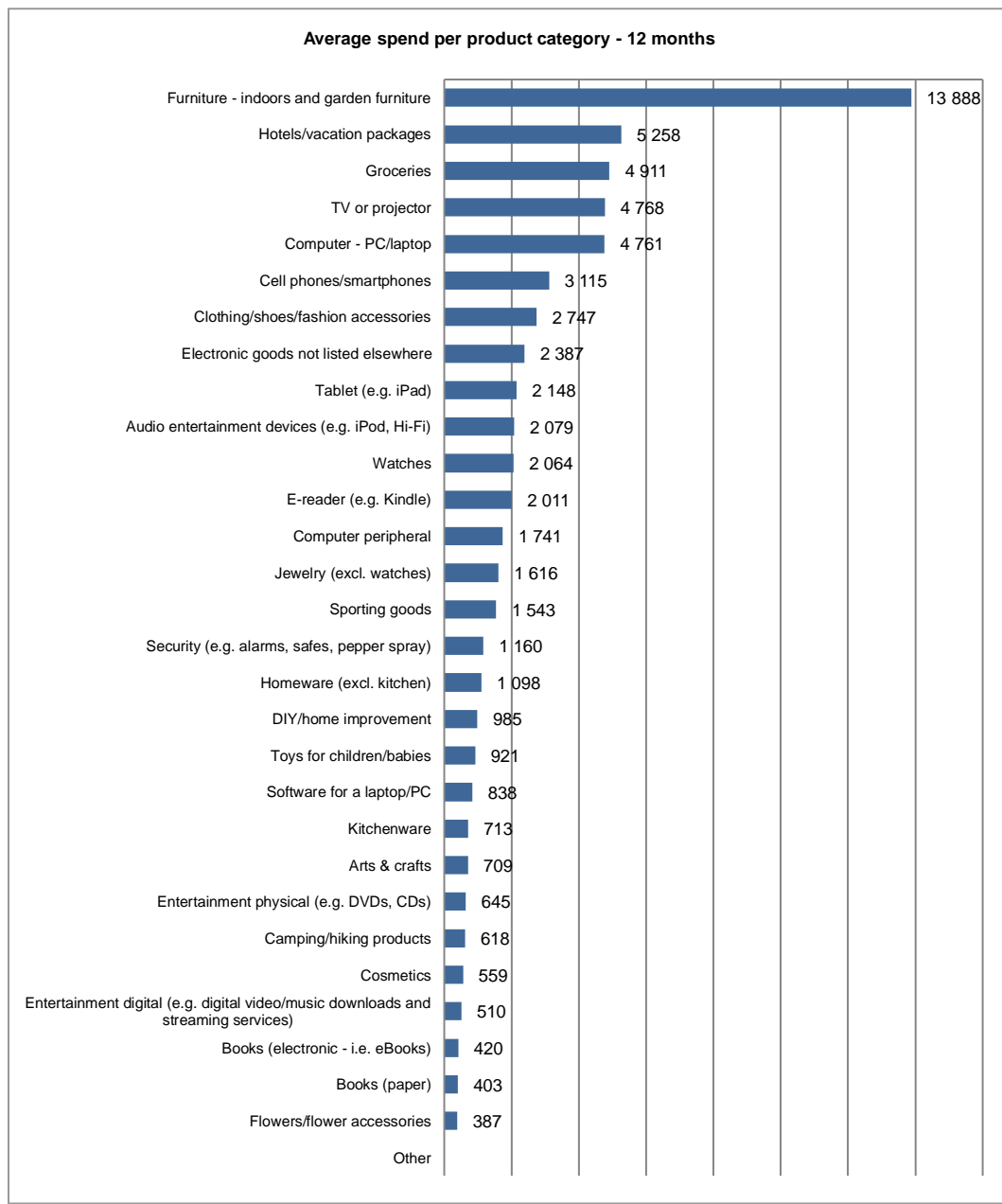


Figure 11: Average spend per product category - 12 months

ABM INDEX: BRAND EQUITY

Takealot leads in terms of brand equity, followed by Amazon and Game. The Acentric Brand Model (ABM) Index is a measure of customer-based brand equity. It can be thought of as a combination of a brand's awareness levels and perceived performance on 14 dimensions. The dimensions are listed in the brand signature and brand performance sections of the report. The theoretical maximum of the index is 100.

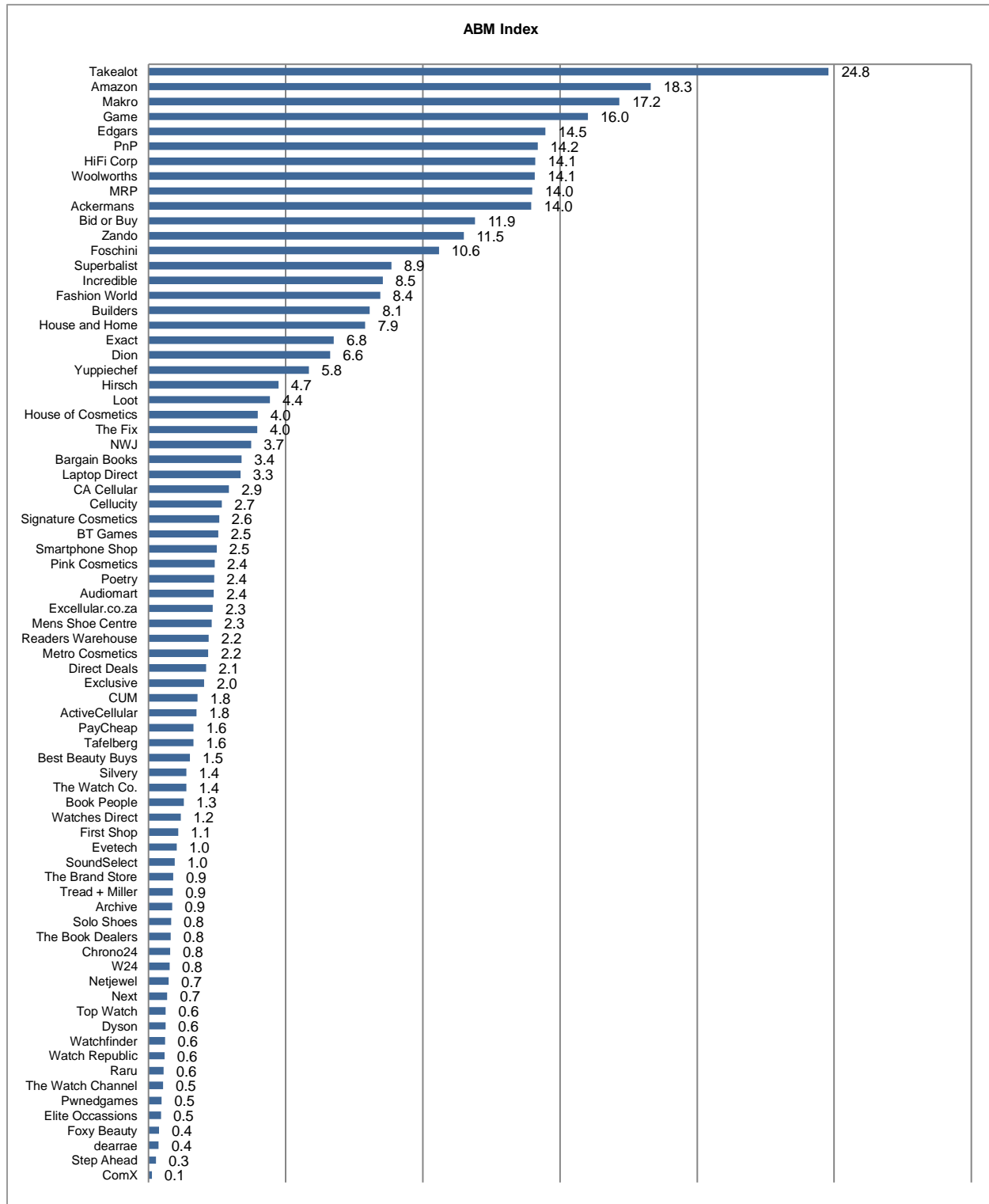


Figure 12: ABM Index

BRAND AWARENESS, PENETRATION, FREQUENCY AND SPEND

Amazon has the largest brand awareness followed by Takealot, Bid or Buy and Makro (Walmart).

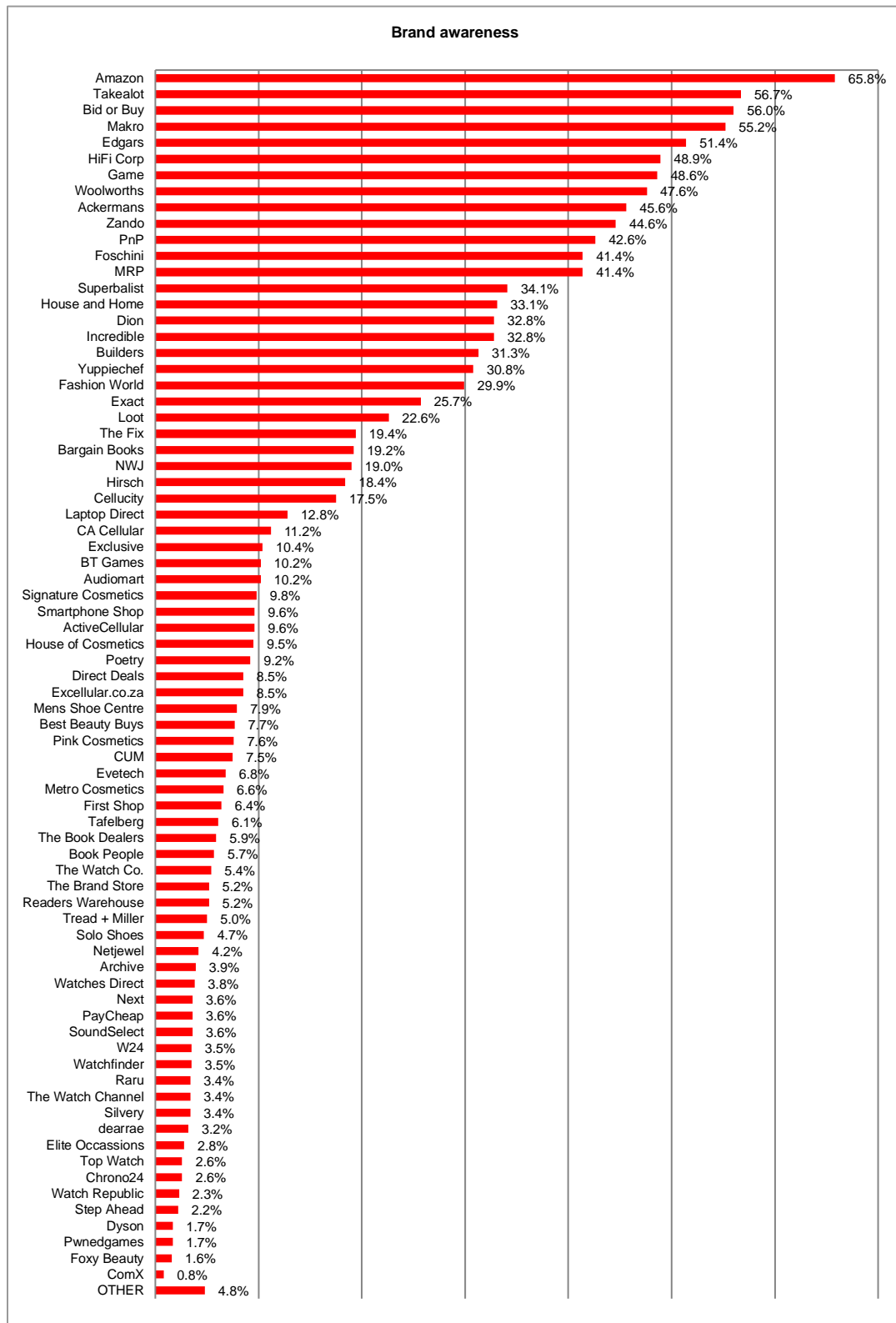


Figure 13: Brand awareness

The 'generalist' stores understandably lead the rankings in brand penetration. Takealot had the highest brand penetration over the last 12 months, followed by Game, Amazon, Ackermans and Edgars.

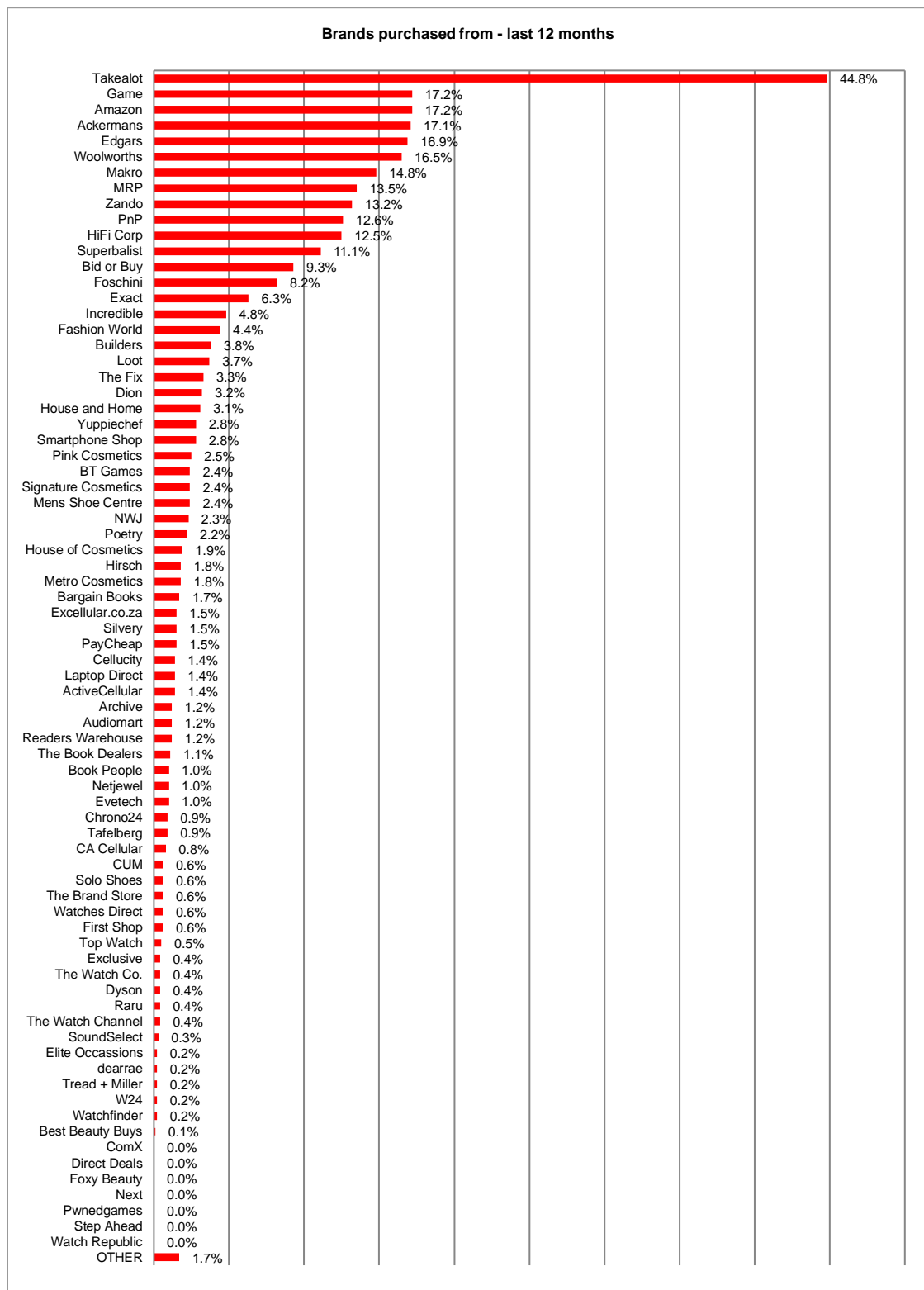


Figure 14: Brands purchase from - last 12 months

Pick n Pay has the largest brand purchase frequency over the last 12 months, followed by Dyson and First Shop.

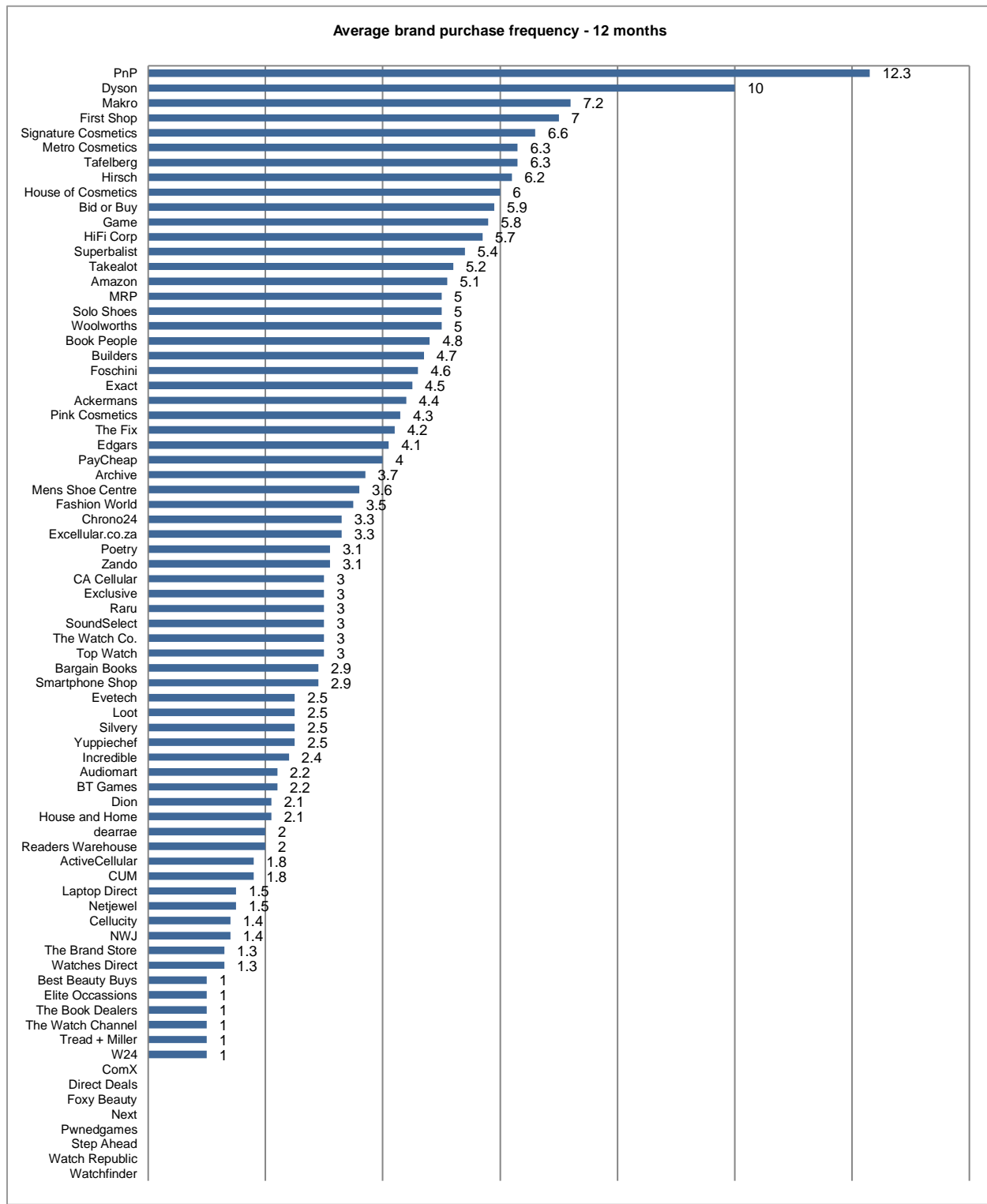


Figure 15: Average brand purchase frequency

Evetech had the highest average spend per brand over the last 12 months, followed by Tafelberg, Dion, Builders and Laptop Direct.

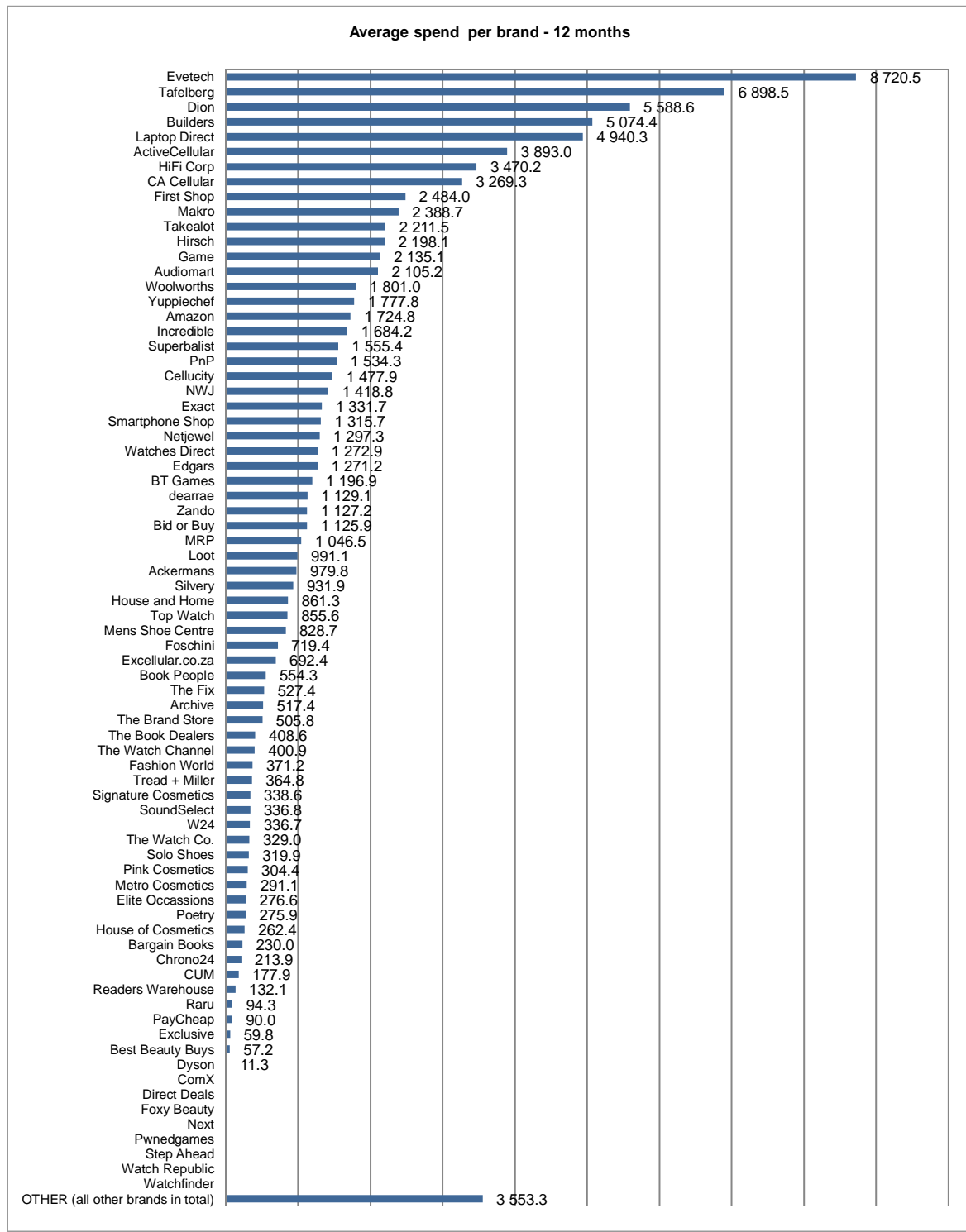


Figure 16: Average spend per brand - 12 months

ESTIMATED REVENUE PER BRAND

The estimated revenue for the previous 12 months, ending February 2020 is shown below. These numbers should be regarded as 'ballpark' estimates. Since most brands do not release revenue data, these estimates are based on survey data..

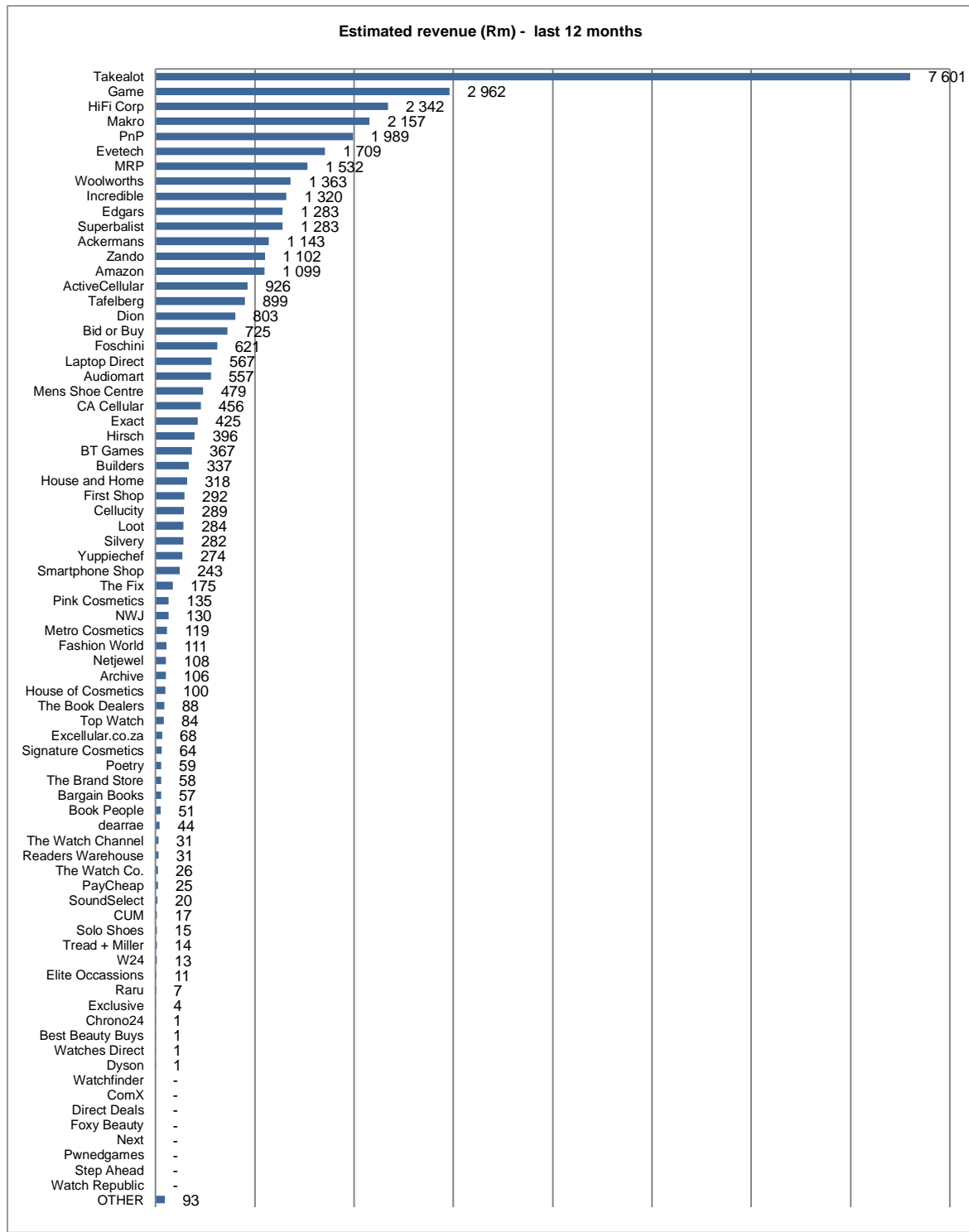


Figure 17: Estimated revenue per brand

NEED SEGMENTS

The aim of the current section is to prioritize consumer needs. This is done by quantifying the correlation between each attribute and overall brand preference. *Technical detail: Respondents were asked which attributes they associated with each online retailer brand. They were also asked if it was a preferred brand. The Phi correlation between each attribute association and brand preference could then be calculated for each participant in the survey. The correlation was then standardized for each survey participant to remove individual idiosyncrasies.*

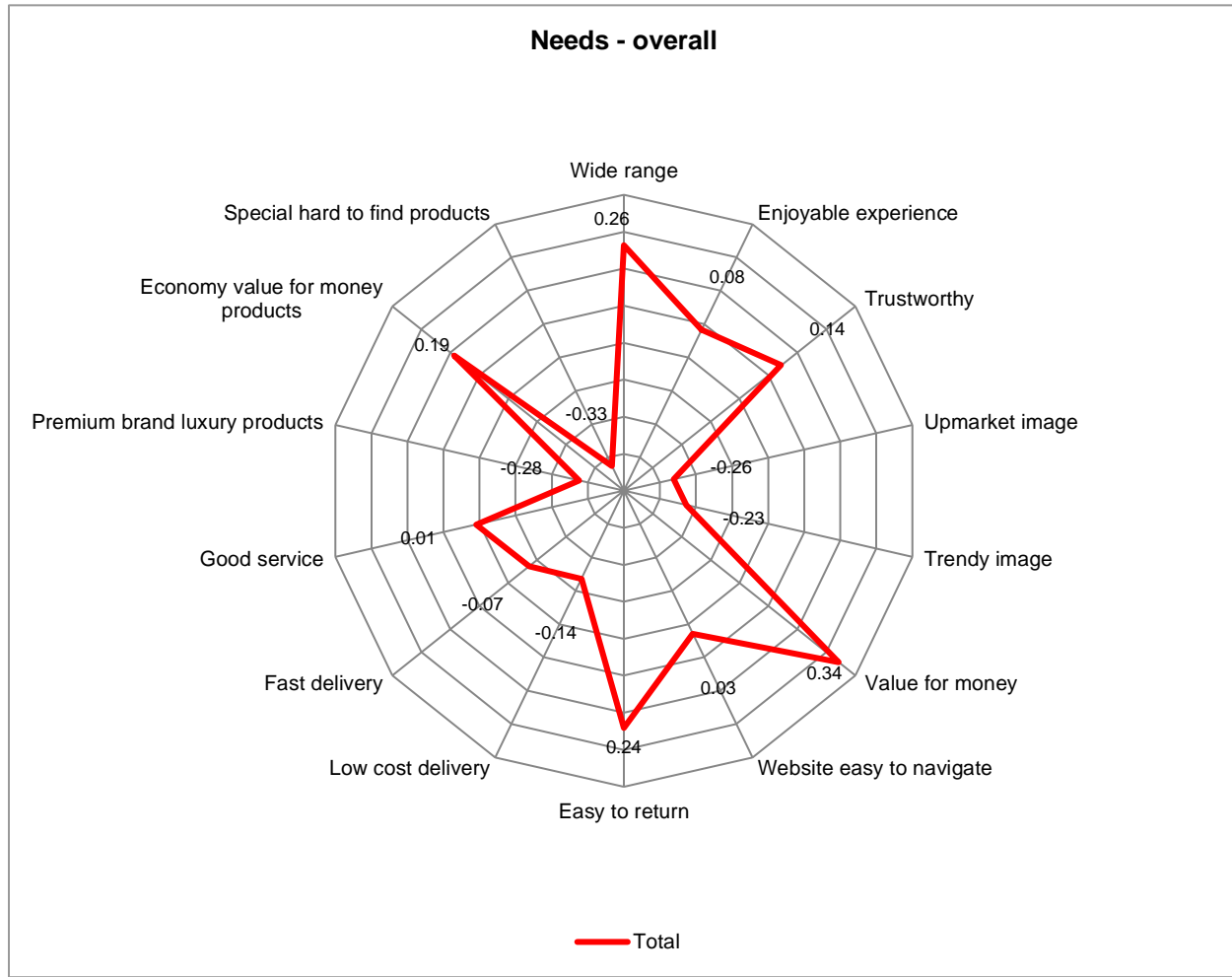


Figure 18: Needs overall

Three major segments were identified through cluster analysis. These were labelled 'value and range', 'product & delivery' and 'image conscious' based on the profiles displayed below. The value and range segment prefers stores positioned on value for money and a broad range. The product & delivery segment is fussier about the specific product positioning, and the delivery speed and cost.

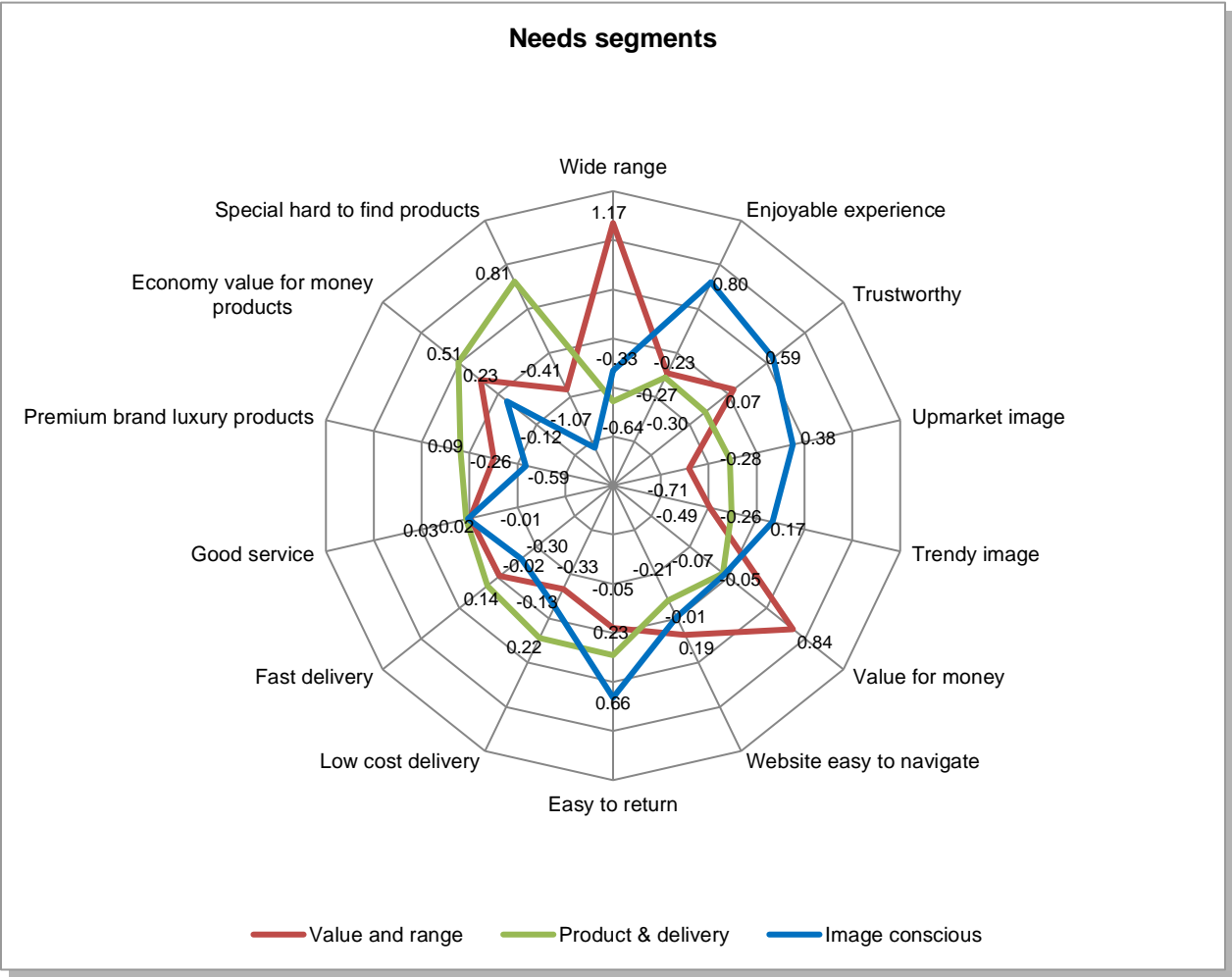


Figure 19: Needs segments

NEEDS PROFILES BY DEMOGRAPHIC

'Value for money' is a need with a significantly lower impact on preference in the 30-49 group, as is 'easy to return' and 'trendy image'. 'Website easy to navigate' is significantly higher in the 30-49 age group (it is also higher in the 50+ group, but due to the smaller sub-sample wasn't flagged as statistically significant), while ease of navigation is less of a preference driver in the 15-29 group. 'Wide range' is significantly more important to females, as is 'good service'. However 'upmarket image' is significantly less important to females than males. 'Trustworthy' is an attribute that is significantly less important to those in the top R20,000 household income bracket, as is 'website easy to navigate'. On the other hand this group sees 'premium brand luxury products' as more important than other groups, along with 'fast delivery'. A 'premium brand', 'upmarket image', 'low cost delivery' and 'fast delivery' are significantly more important to those in city/suburban areas than those in town/rural areas. Those with a degree/diploma are significantly more likely to find 'value for money' as important, along with 'good service' and 'special hard to find products'. Those with education 'up to high school' find an 'easy to navigate website' significantly more important.

	Totals	Age			Gender		Ethnicity		Household			Area		Education	
	Total	15-29	30-49	50+	Female	Male	Black	Other ethnic	R 0 - R 7999	R 8000 - R 19999	R 20000+	City/suburban	Town/rural	Degree / diploma	Up to high school
Value for money	0.34	0.4	0.12 -	0.58	0.22 -	0.43	0.29	0.41	0.33	0.32	0.37	0.21	0.51	0.31	0.37
Wide range	0.26	0.2	0.29	0.5	0.53 +	0.06	0.38	0.1	0.23	0.35	0.24	0.01	0.59	0.11 -	0.4
Easy to return	0.24	0.34	-0.03 -	0.44	0.24	0.24	0.15	0.37	0.44	0.12	0.16	0.21	0.28	0.31	0.18
Economy value for money products	0.19	0.19	0.28	-0.02	0.1	0.26	0.09	0.33	0.08	0.08	0.33	0.16	0.22	0.33 +	0.05
Trustworthy	0.14	0.08	0.26	0.18	0.12	0.16	0.1	0.21	0.28	0.21	0.00 -	0.13	0.16	0.01 -	0.27
Enjoyable experience	0.08	0.03	0.02	0.45	0.18	0.01	0.16	-0.03	0.04	0.16	0.07	0.12	0.03	0.18	0
Website easy to navigate	0.03	-0.18 -	0.17 +	0.41	-0.04	0.08	0.06	-0.02	0.1	0.17	-0.11 -	0.02	0.04	-0.23 -	0.27 +
Good service	0.01	-0.02	0.09	-0.04	0.13 +	-0.08	0.09	-0.11	-0.08	0.01	0.08	-0.03	0.06	0.22 +	-0.18 -
Special hard to find products	-0.33	-0.24	-0.26	-0.85	-0.25	-0.38	-0.19	-0.52	-0.46	0.00 -	-0.41	-0.3	-0.36	-0.11 +	-0.52
Premium brand luxury products	-0.28	-0.24	-0.26	-0.5	-0.32	-0.25	-0.33	-0.2	-0.36	-0.44	-0.12 +	-0.18 -	-0.39	-0.27	-0.28
Upmarket image	-0.26	-0.17	-0.39	-0.39	-0.38	-0.17	-0.31	-0.2	-0.13	-0.29	-0.35	-0.14 +	-0.42	-0.38 -	-0.16
Trendy image	-0.23	-0.18 -	-0.39 -	-0.49	-0.27	-0.2	-0.15	-0.33	-0.04	-0.34	-0.3	-0.25	-0.2	-0.22	-0.23
Low cost delivery	-0.14	-0.14	-0.04	-0.35	-0.22	-0.07	-0.19	-0.05	-0.19	-0.19	-0.06	-0.02	-0.28	-0.18	-0.1
Fast delivery	-0.07	-0.16	0.04	0.08	-0.04	-0.09	-0.15	0.04	-0.24	-0.15	0.10 +	0.07 +	-0.25	-0.07	-0.07

Table 2: Need profile by demographic

Note: 1.) + means significantly larger than the remainder of the sample, - means significantly smaller than the remainder of the sample.

BRAND SUBSTITUTABILITY

The brand substitutability scores show how closely correlated each brand positioning signature is to competing brands. Larger numbers indicate more correlation (maximum 100%), while smaller numbers indicate less correlation. Negative numbers indicate negative correlation, the closer to -100% the stronger the negative correlation (meaning the brands have opposite positioning). **For instance Ackermans is strong on value for money, while Exclusives is not (amongst other differences). This is reflected in the negative correlation of -35%.** The table below covers brands from A to C.

	Ackermans	ActiveCellular	Amazon	Audiomart	Bargain Books	Bid or Buy	BT Games	Builders	CA Cellular	Cellucity	CUM
Ackermans		-37%	-16%	-26%	34%	-11%	-27%	55%	-19%	10%	56%
ActiveCellular	-37%		6%	2%	-29%	13%	34%	32%	0%	29%	10%
Amazon	-16%	6%		20%	31%	86%	57%	-30%	-1%	-28%	29%
Audiomart	-26%	2%	20%		-14%	5%	19%	-26%	59%	10%	-51%
Bargain Books	34%	-29%	31%	-14%		42%	7%	-4%	-24%	-17%	45%
Bid or Buy	-11%	13%	86%	5%	42%		68%	-15%	-13%	-40%	41%
BT Games	-27%	34%	57%	19%	7%	68%		-16%	26%	-24%	5%
Builders	55%	32%	-30%	-26%	-4%	-15%	-16%		-51%	10%	29%
CA Cellular	-19%	0%	-1%	59%	-24%	-13%	26%	-51%		25%	-38%
Cellucity	10%	29%	-28%	10%	-17%	-40%	-24%	10%	25%		6%
CUM	56%	10%	29%	-51%	45%	41%	5%	29%	-38%	6%	
Dion	-29%	13%	6%	52%	-25%	-8%	33%	-38%	72%	29%	-49%
Direct Deals	10%	-25%	18%	-8%	14%	18%	-25%	16%	-27%	-66%	4%
Edgars	-22%	5%	-23%	40%	-54%	-30%	23%	-18%	52%	-16%	-56%
Exact	45%	-22%	-61%	-22%	11%	-55%	-53%	47%	-36%	25%	6%
Exclusive	-35%	44%	-30%	-35%	-41%	-6%	-13%	15%	-30%	-19%	3%
Fashion World	69%	-23%	-14%	28%	39%	-4%	-15%	27%	14%	22%	37%
First Shop	-10%	-14%	5%	20%	17%	26%	32%	-32%	21%	-9%	9%
Foschini	-25%	-3%	-53%	-10%	-24%	-44%	-22%	-30%	22%	23%	-27%
Game	5%	27%	0%	12%	-41%	-11%	-8%	23%	17%	36%	16%
HiFi Corp	-14%	-4%	8%	3%	-15%	22%	-10%	-30%	17%	-38%	9%
Hirsch	-64%	37%	3%	4%	-42%	-22%	15%	-13%	-3%	3%	-56%
House and Home	-22%	34%	-34%	0%	-50%	-45%	-38%	-2%	0%	14%	-14%
House of Cosmetics	-22%	0%	-19%	-11%	-58%	-21%	24%	-3%	8%	-9%	-45%
Incredible	-50%	15%	-23%	20%	-44%	-26%	-9%	-34%	42%	-13%	-56%
Laptop Direct	-70%	1%	15%	-1%	7%	39%	36%	-59%	14%	-41%	-26%
Loot	8%	-31%	6%	10%	71%	34%	6%	-9%	-12%	-26%	8%
Makro	-29%	59%	45%	-4%	6%	41%	27%	-15%	23%	7%	25%
MRP	59%	-54%	-18%	-33%	34%	-10%	-20%	4%	-12%	11%	47%
NWJ	-56%	49%	-6%	23%	-59%	-23%	5%	-8%	1%	34%	-33%
PnP	57%	2%	-5%	-44%	3%	-14%	-53%	63%	-51%	27%	51%
Poetry	-45%	-19%	-15%	16%	15%	-8%	-8%	-66%	37%	-7%	-44%
Signature Cosmetics	-5%	-26%	-39%	35%	-22%	-30%	-7%	21%	10%	-19%	-65%
Smartphone Shop	-58%	15%	-18%	22%	-49%	-26%	-14%	-23%	13%	-4%	-38%
Superbalist	-55%	-19%	15%	9%	19%	4%	21%	-56%	17%	-16%	-55%
Tafelberg	4%	-38%	-55%	-23%	17%	-57%	-67%	-14%	-20%	27%	-16%
Takealot	50%	-30%	12%	-38%	56%	23%	2%	39%	-53%	-24%	42%
The Fix	4%	-28%	-64%	-25%	-28%	-53%	-43%	2%	-12%	26%	-16%
Woolworths	-34%	16%	-47%	-15%	-53%	-69%	-58%	-8%	-4%	35%	-43%
Yuppiechef	-51%	16%	-3%	21%	-16%	-26%	0%	-23%	22%	15%	-46%
Zando	-50%	-43%	3%	4%	-7%	-5%	0%	-66%	-3%	-33%	-52%

Table 3: Brand substitutability - A to C

D to G

		<i>Direct Deals</i>				<i>Fashion World</i>			
	<i>Dion</i>		<i>Edgars</i>	<i>Exact</i>	<i>Exclusive</i>		<i>First Shop</i>	<i>Foschini</i>	<i>Game</i>
Ackermans	-29%	10%	-22%	45%	-35%	69%	-10%	-25%	5%
ActiveCellular	13%	-25%	5%	-22%	44%	-23%	-14%	-3%	27%
Amazon	6%	18%	-23%	-61%	-30%	-14%	5%	-53%	0%
Audiomart	52%	-8%	40%	-22%	-35%	28%	20%	-10%	12%
Bargain Books	-25%	14%	-54%	11%	-41%	39%	17%	-24%	-41%
Bid or Buy	-8%	18%	-30%	-55%	-6%	-4%	26%	-44%	-11%
BT Games	33%	-25%	23%	-53%	-13%	-15%	32%	-22%	-8%
Builders	-38%	16%	-18%	47%	15%	27%	-32%	-30%	23%
CA Cellular	72%	-27%	52%	-36%	-30%	14%	21%	22%	17%
Cellucity	29%	-66%	-16%	25%	-19%	22%	-9%	23%	36%
CUM	-49%	4%	-56%	6%	3%	37%	9%	-27%	16%
Dion		-41%	65%	-48%	-41%	-17%	-12%	40%	15%
Direct Deals	-41%		-18%	-2%	6%	-8%	-33%	-33%	16%
Edgars	65%	-18%		-21%	-2%	-12%	0%	45%	7%
Exact	-48%	-2%	-21%		-7%	49%	-7%	13%	2%
Exclusive	-41%	6%	-2%	-7%		-33%	19%	16%	-10%
Fashion World	-17%	-8%	-12%	49%	-33%		33%	-13%	5%
First Shop	-12%	-33%	0%	-7%	19%	33%		10%	-27%
Foschini	40%	-33%	45%	13%	16%	-13%	10%		15%
Game	15%	16%	7%	2%	-10%	5%	-27%	15%	
HiFi Corp	-18%	38%	11%	-21%	49%	9%	22%	14%	2%
Hirsch	29%	-16%	34%	-7%	7%	-68%	-36%	16%	-1%
House and Home	11%	-18%	36%	-9%	50%	-20%	-27%	26%	-4%
House of Cosmetics	19%	-18%	52%	15%	9%	-36%	-11%	30%	3%
Incredible	24%	2%	33%	-44%	48%	-41%	6%	7%	-29%
Laptop Direct	9%	6%	5%	-46%	36%	-46%	46%	32%	-27%
Loot	-28%	15%	-46%	9%	-11%	33%	36%	-25%	-53%
Makro	4%	14%	-22%	-39%	19%	-17%	-14%	-20%	17%
MRP	-20%	0%	-16%	48%	-40%	48%	14%	30%	27%
NWJ	43%	-41%	40%	-19%	16%	-45%	-22%	37%	33%
PnP	-48%	33%	-57%	32%	0%	12%	-54%	-37%	37%
Poetry	19%	-20%	8%	-17%	21%	-11%	44%	35%	-60%
Signature Cosmetics	2%	16%	22%	18%	1%	0%	17%	-10%	-14%
Smartphone Shop	-17%	5%	10%	-8%	51%	-29%	37%	6%	12%
Superbalist	23%	-13%	-4%	-27%	-16%	-52%	9%	-5%	-59%
Tafelberg	-33%	-12%	-29%	72%	1%	15%	1%	35%	-27%
Takealot	-62%	20%	-63%	24%	-15%	20%	5%	-67%	-40%
The Fix	-20%	-19%	-9%	53%	14%	0%	-8%	32%	0%
Woolworths	20%	-15%	24%	14%	29%	-47%	-43%	54%	13%
Yuppiechef	10%	-7%	-6%	-16%	2%	-42%	4%	-17%	-4%
Zando	19%	-11%	30%	-10%	-2%	-45%	9%	38%	-49%

Table 4: Brand substitutability - D to G

H to N

	<i>HiFi Corp</i>	<i>Hirsch</i>	<i>House and Home</i>	<i>House of Cosmetics</i>	<i>Incredible</i>	<i>Laptop Direct</i>	<i>Loot</i>	<i>Makro</i>	<i>MRP</i>	<i>NWJ</i>
Ackermans	-14%	-64%	-22%	-22%	-50%	-70%	8%	-29%	59%	-56%
ActiveCellular	-4%	37%	34%	0%	15%	1%	-31%	59%	-54%	49%
Amazon	8%	3%	-34%	-19%	-23%	15%	6%	45%	-18%	-6%
Audiomart	3%	4%	0%	-11%	20%	-1%	10%	-4%	-33%	23%
Bargain Books	-15%	-42%	-50%	-58%	-44%	7%	71%	6%	34%	-59%
Bid or Buy	22%	-22%	-45%	-21%	-26%	39%	34%	41%	-10%	-23%
BT Games	-10%	15%	-38%	24%	-9%	36%	6%	27%	-20%	5%
Builders	-30%	-13%	-2%	-3%	-34%	-59%	-9%	-15%	4%	-8%
CA Cellular	17%	-3%	0%	8%	42%	14%	-12%	23%	-12%	1%
Cellucity	-38%	3%	14%	-9%	-13%	-41%	-26%	7%	11%	34%
CUM	9%	-56%	-14%	-45%	-56%	-26%	8%	25%	47%	-33%
Dion	-18%	29%	11%	19%	24%	9%	-28%	4%	-20%	43%
Direct Deals	38%	-16%	-18%	-18%	2%	6%	15%	14%	0%	-41%
Edgars	11%	34%	36%	52%	33%	5%	-46%	-22%	-16%	40%
Exact	-21%	-7%	-9%	15%	-44%	-46%	9%	-39%	48%	-19%
Exclusive	49%	7%	50%	9%	48%	36%	-11%	19%	-40%	16%
Fashion World	9%	-68%	-20%	-36%	-41%	-46%	33%	-17%	48%	-45%
First Shop	22%	-36%	-27%	-11%	6%	46%	36%	-14%	14%	-22%
Foschini	14%	16%	26%	30%	7%	32%	-25%	-20%	30%	37%
Game	2%	-1%	-4%	3%	-29%	-27%	-53%	17%	27%	33%
HiFi Corp		-32%	23%	1%	33%	37%	4%	39%	-8%	-26%
Hirsch	-32%		23%	56%	21%	9%	-52%	14%	-49%	62%
House and Home	23%	23%		-4%	50%	-17%	-42%	4%	-41%	55%
House of Cosmetics	1%	56%	-4%		2%	8%	-47%	-15%	-3%	23%
Incredible	33%	21%	50%	2%		37%	-5%	19%	-71%	10%
Laptop Direct	37%	9%	-17%	8%	37%		37%	18%	-19%	-2%
Loot	4%	-52%	-42%	-47%	-5%	37%		-12%	8%	-55%
Makro	39%	14%	4%	-15%	19%	18%	-12%		-40%	-9%
MRP	-8%	-49%	-41%	-3%	-71%	-19%	8%	-40%		-31%
NWJ	-26%	62%	55%	23%	10%	-2%	-55%	-9%	-31%	
PnP	-15%	-24%	3%	-28%	-34%	-66%	-20%	6%	20%	-16%
Poetry	33%	3%	10%	-5%	61%	62%	39%	11%	-28%	-18%
Signature Cosmetics	-22%	5%	-25%	21%	32%	9%	24%	-52%	-20%	-13%
Smartphone Shop	17%	29%	24%	4%	54%	32%	-18%	2%	-38%	29%
Superbalist	-30%	45%	-20%	10%	41%	51%	32%	0%	-38%	-2%
Tafelberg	-5%	5%	7%	4%	-6%	-4%	22%	-27%	31%	-12%
Takealot	-38%	-38%	-43%	-32%	-32%	-19%	55%	-26%	19%	-56%
The Fix	-3%	-9%	15%	28%	-2%	-1%	12%	-47%	33%	10%
Woolworths	-6%	59%	62%	27%	36%	-10%	-59%	-3%	-23%	57%
Yuppiechef	-40%	49%	1%	-9%	48%	17%	-6%	11%	-47%	21%
Zando	8%	43%	12%	42%	18%	48%	5%	-33%	-6%	25%

Table 5: Brand substitutability H to N

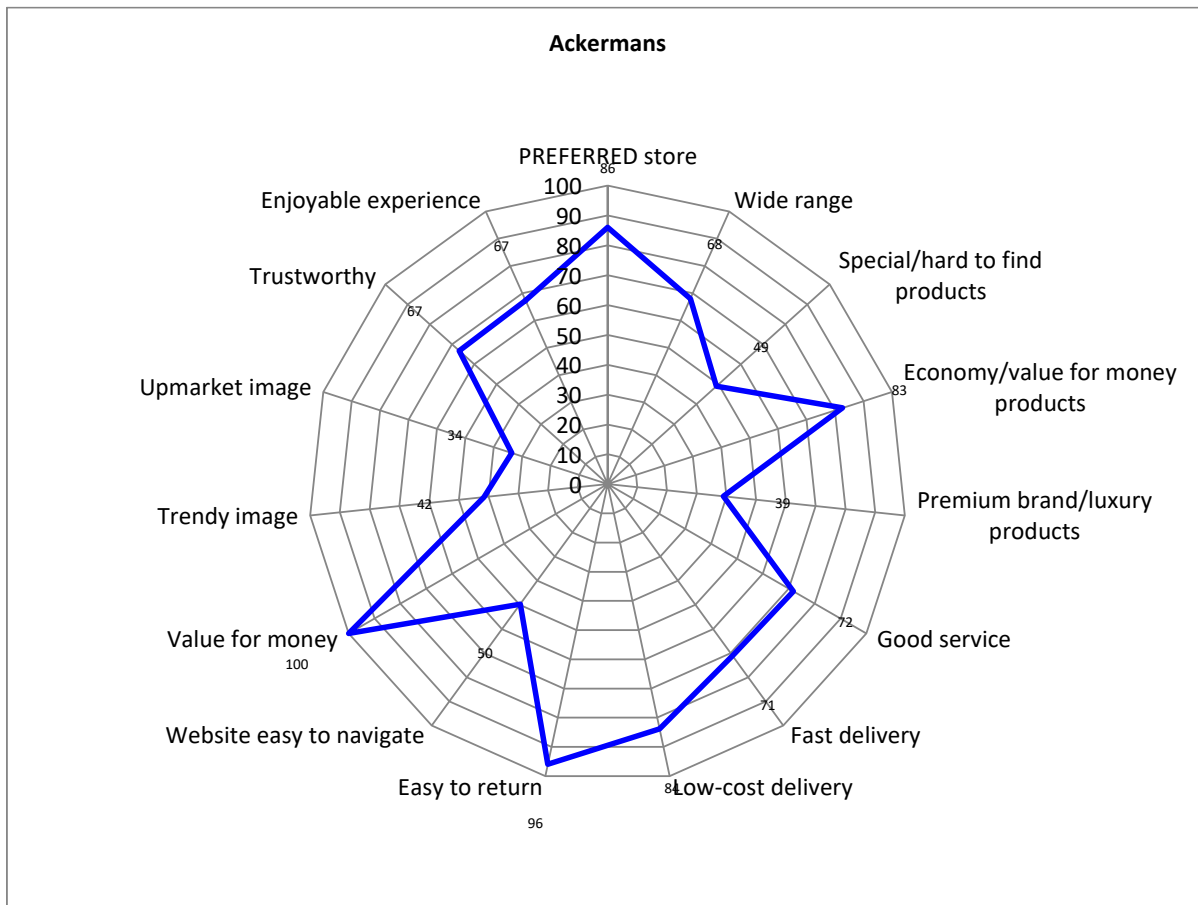
P to Z

	<i>PnP</i>	<i>Poetry</i>	<i>Signature Cosmetics</i>	<i>Smartphone Shop</i>	<i>Superbalist</i>	<i>Tafelberg</i>	<i>Takealot</i>	<i>The Fix</i>	<i>Woolworths</i>	<i>Yuppiechef</i>	<i>Zando</i>
Ackermans	57%	-45%	-5%	-58%	-55%	4%	50%	4%	-34%	-51%	-50%
ActiveCellular	2%	-19%	-26%	15%	-19%	-38%	-30%	-28%	16%	16%	-43%
Amazon	-5%	-15%	-39%	-18%	15%	-55%	12%	-64%	-47%	-3%	3%
Audiomart	-44%	16%	35%	22%	9%	-23%	-38%	-25%	-15%	21%	4%
Bargain Books	3%	15%	-22%	-49%	19%	17%	56%	-28%	-53%	-16%	-7%
Bid or Buy	-14%	-8%	-30%	-26%	4%	-57%	23%	-53%	-69%	-26%	-5%
BT Games	-53%	-8%	-7%	-14%	21%	-67%	2%	-43%	-58%	0%	0%
Builders	63%	-66%	21%	-23%	-56%	-14%	39%	2%	-8%	-23%	-66%
CA Cellular	-51%	37%	10%	13%	17%	-20%	-53%	-12%	-4%	22%	-3%
Cellucity	27%	-7%	-19%	-4%	-16%	27%	-24%	26%	35%	15%	-33%
CUM	51%	-44%	-65%	-38%	-55%	-16%	42%	-16%	-43%	-46%	-52%
Dion	-48%	19%	2%	-17%	23%	-33%	-62%	-20%	20%	10%	19%
Direct Deals	33%	-20%	16%	5%	-13%	-12%	20%	-19%	-15%	-7%	-11%
Edgars	-57%	8%	22%	10%	-4%	-29%	-63%	-9%	24%	-6%	30%
Exact	32%	-17%	18%	-8%	-27%	72%	24%	53%	14%	-16%	-10%
Exclusive	0%	21%	1%	51%	-16%	1%	-15%	14%	29%	2%	-2%
Fashion World	12%	-11%	0%	-29%	-52%	15%	20%	0%	-47%	-42%	-45%
First Shop	-54%	44%	17%	37%	9%	1%	5%	-8%	-43%	4%	9%
Foschini	-37%	35%	-10%	6%	-5%	35%	-67%	32%	54%	-17%	38%
Game	37%	-60%	-14%	12%	-59%	-27%	-40%	0%	13%	-4%	-49%
HiFi Corp	-15%	33%	-22%	17%	-30%	-5%	-38%	-3%	-6%	-40%	8%
Hirsch	-24%	3%	5%	29%	45%	5%	-38%	-9%	59%	49%	43%
House and Home	3%	10%	-25%	24%	-20%	7%	-43%	15%	62%	1%	12%
House of Cosmetics	-28%	-5%	21%	4%	10%	4%	-32%	28%	27%	-9%	42%
Incredible	-34%	61%	32%	54%	41%	-6%	-32%	-2%	36%	48%	18%
Laptop Direct	-66%	62%	9%	32%	51%	-4%	-19%	-1%	-10%	17%	48%
Loot	-20%	39%	24%	-18%	32%	22%	55%	12%	-59%	-6%	5%
Makro	6%	11%	-52%	2%	0%	-27%	-26%	-47%	-3%	11%	-33%
MRP	20%	-28%	-20%	-38%	-38%	31%	19%	33%	-23%	-47%	-6%
NWJ	-16%	-18%	-13%	29%	-2%	-12%	-56%	10%	57%	21%	25%
PnP		-61%	-19%	-23%	-50%	7%	38%	10%	13%	-15%	-56%
Poetry	-61%		15%	29%	61%	40%	-25%	4%	18%	27%	50%
Signature Cosmetics	-19%	15%		36%	29%	5%	17%	18%	-4%	37%	6%
Smartphone Shop	-23%	29%	36%		21%	11%	-25%	5%	31%	68%	10%
Superbalist	-50%	61%	29%	21%		21%	14%	-1%	8%	65%	58%
Tafelberg	7%	40%	5%	11%	21%		6%	62%	42%	10%	36%
Takealot	38%	-25%	17%	-25%	14%	6%		8%	-55%	2%	-22%
The Fix	10%	4%	18%	5%	-1%	62%	8%		25%	-11%	25%
Woolworths	13%	18%	-4%	31%	8%	42%	-55%	25%		28%	30%
Yuppiechef	-15%	27%	37%	68%	65%	10%	2%	-11%	28%		4%
Zando	-56%	50%	6%	10%	58%	36%	-22%	25%	30%	4%	

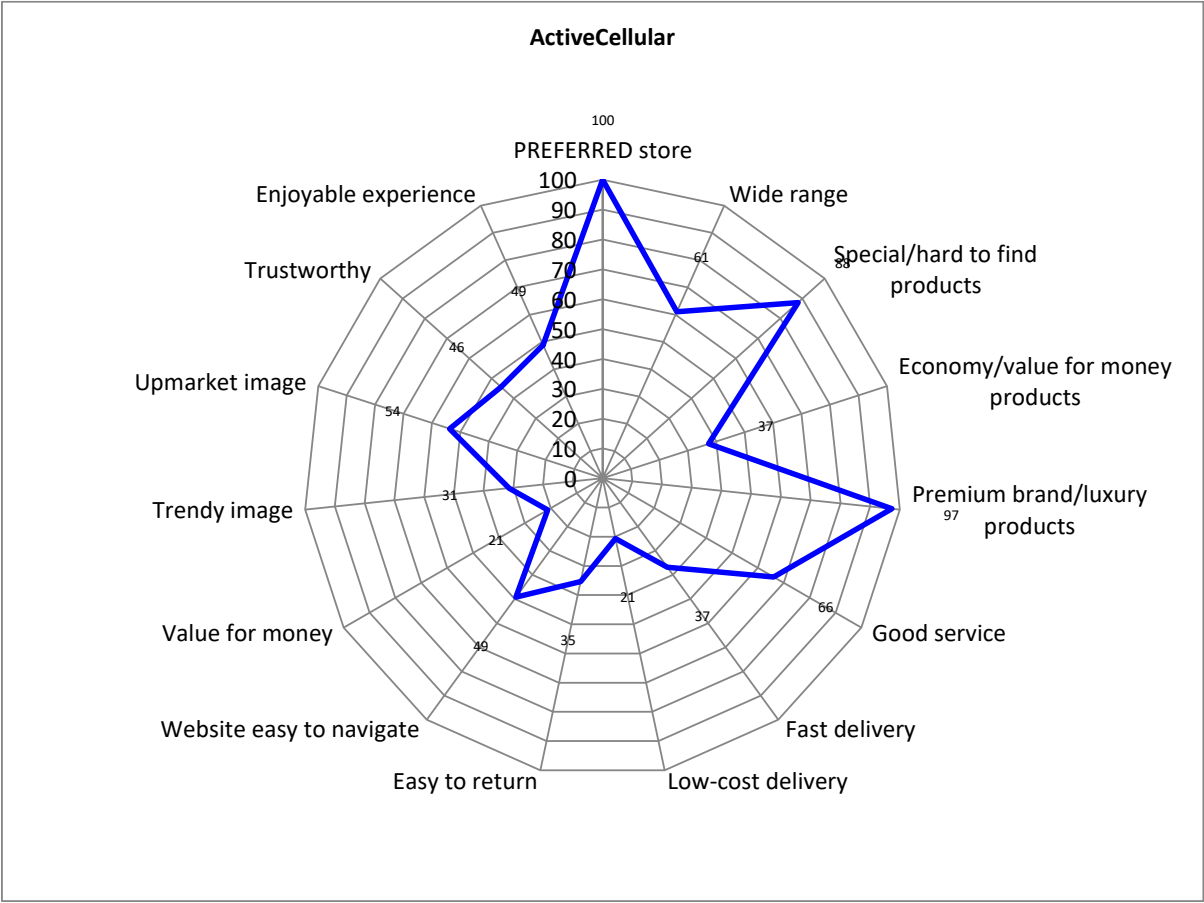
Table 6: Brand substitutability - P to Z

BRAND SIGNATURE CHARTS

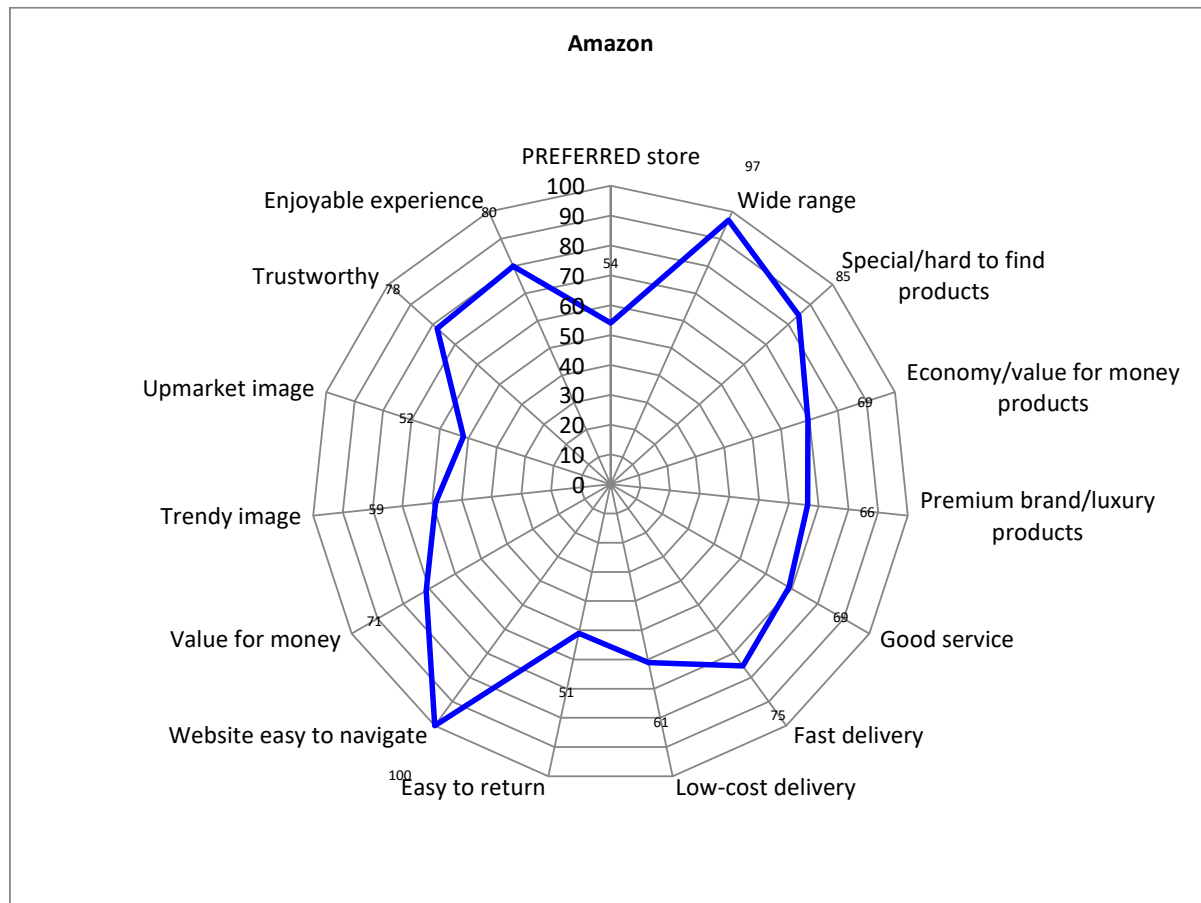
This brand's signature attributes are VALUE FOR MONEY, EASY TO RETURN and PREFERRED STORE. This brand however is not known for UPMARKET IMAGE.



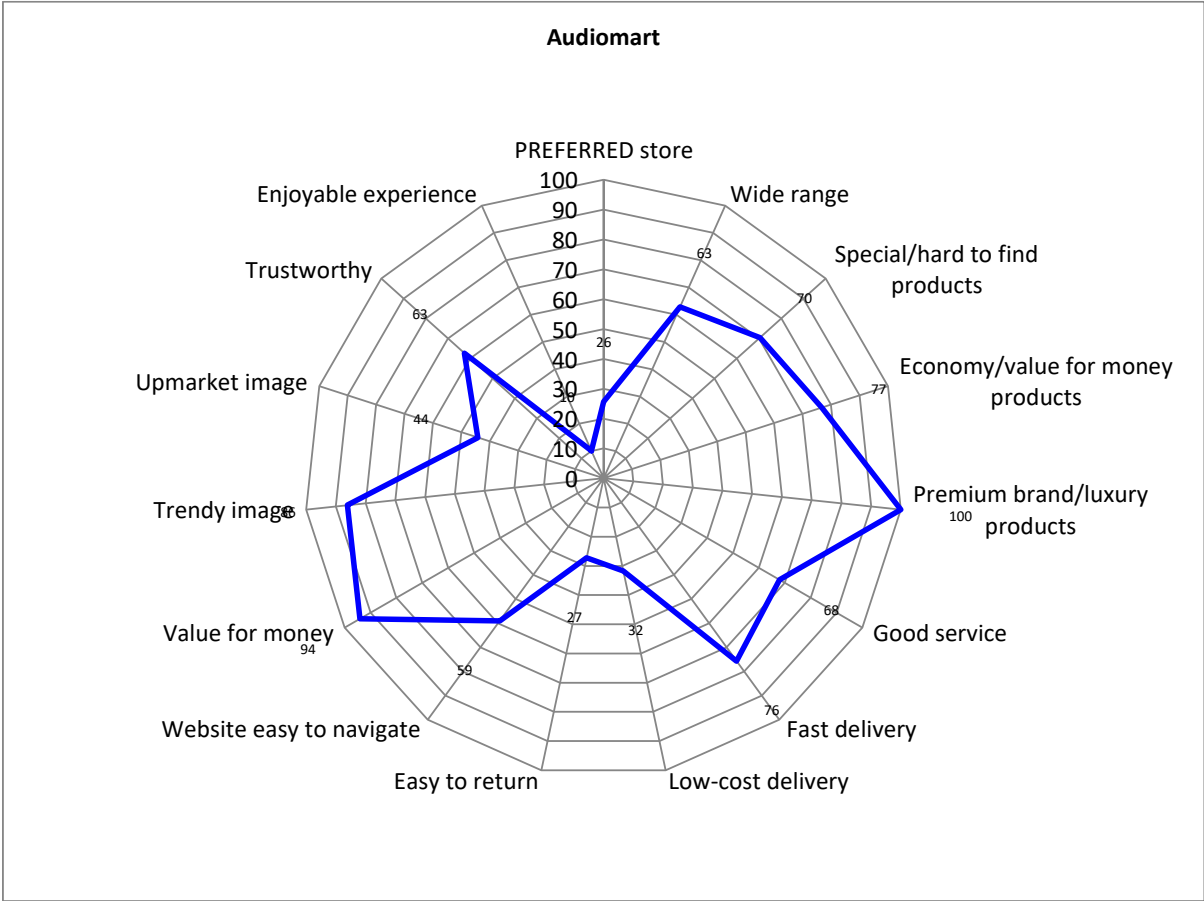
This brand's signature attributes are PREFERRED STORE, PREMIUM BRAND/LUXURY PRODUCTS and SPECIAL/HARD TO FIND PRODUCTS. This brand however is not known for LOW-COST DELIVERY.



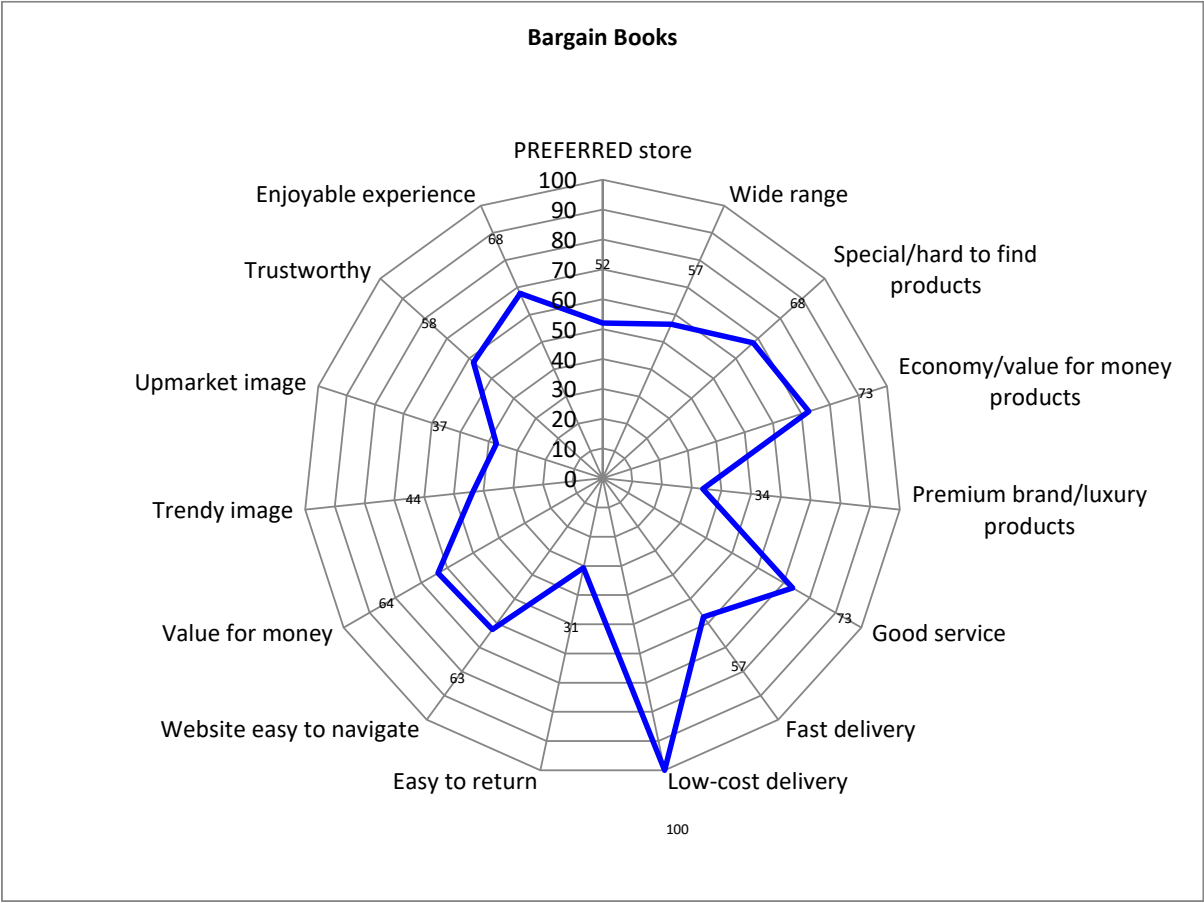
This brand's signature attributes are WEBSITE EASY TO NAVIGATE, WIDE RANGE and SPECIAL/HARD TO FIND PRODUCTS. This brand however is not known for EASY TO RETURN.



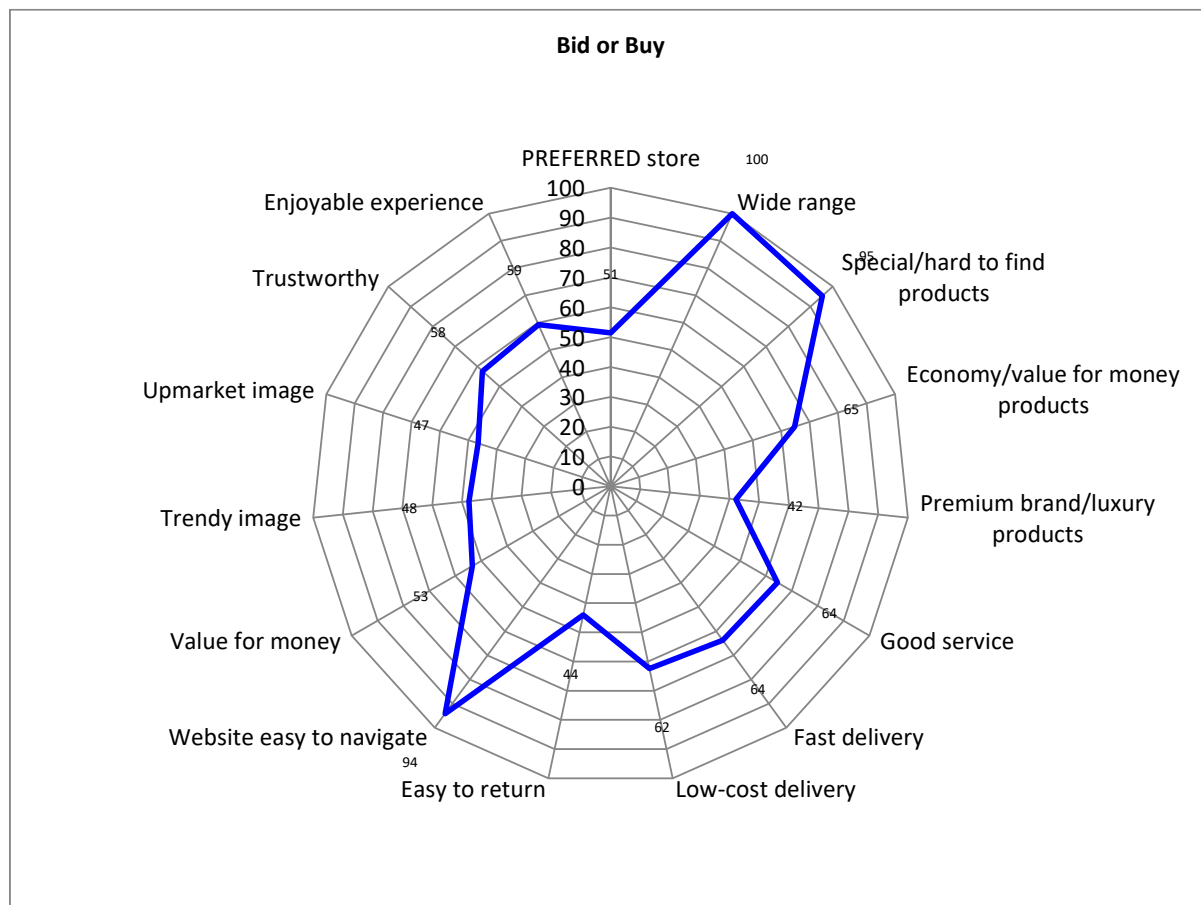
This brand's signature attributes are PREMIUM BRAND/LUXURY PRODUCTS, VALUE FOR MONEY and TRENDY IMAGE. This brand however is not known for ENJOYABLE EXPERIENCE.



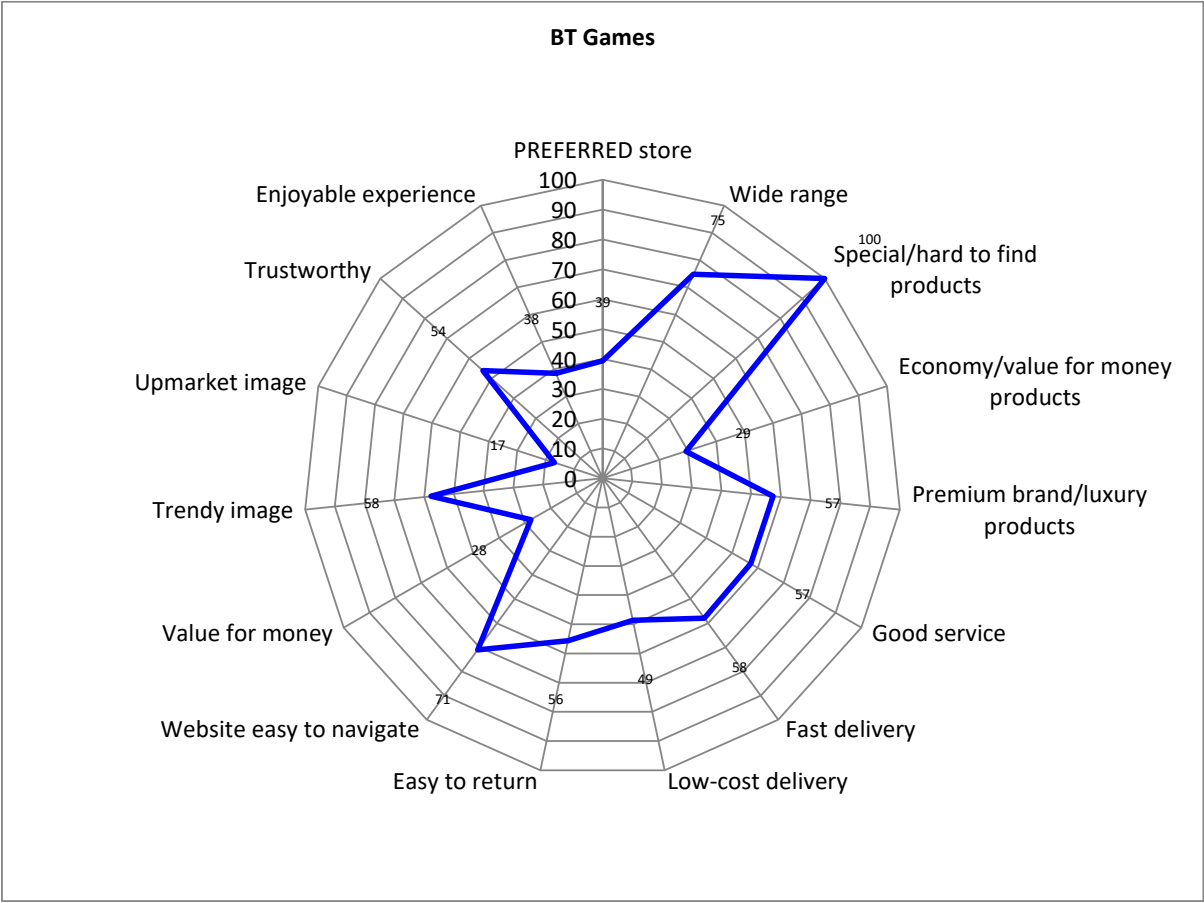
This brand's signature attributes are LOW-COST DELIVERY, GOOD SERVICE and ECONOMY/VALUE FOR MONEY PRODUCTS. This brand however is not known for EASY TO RETURN.



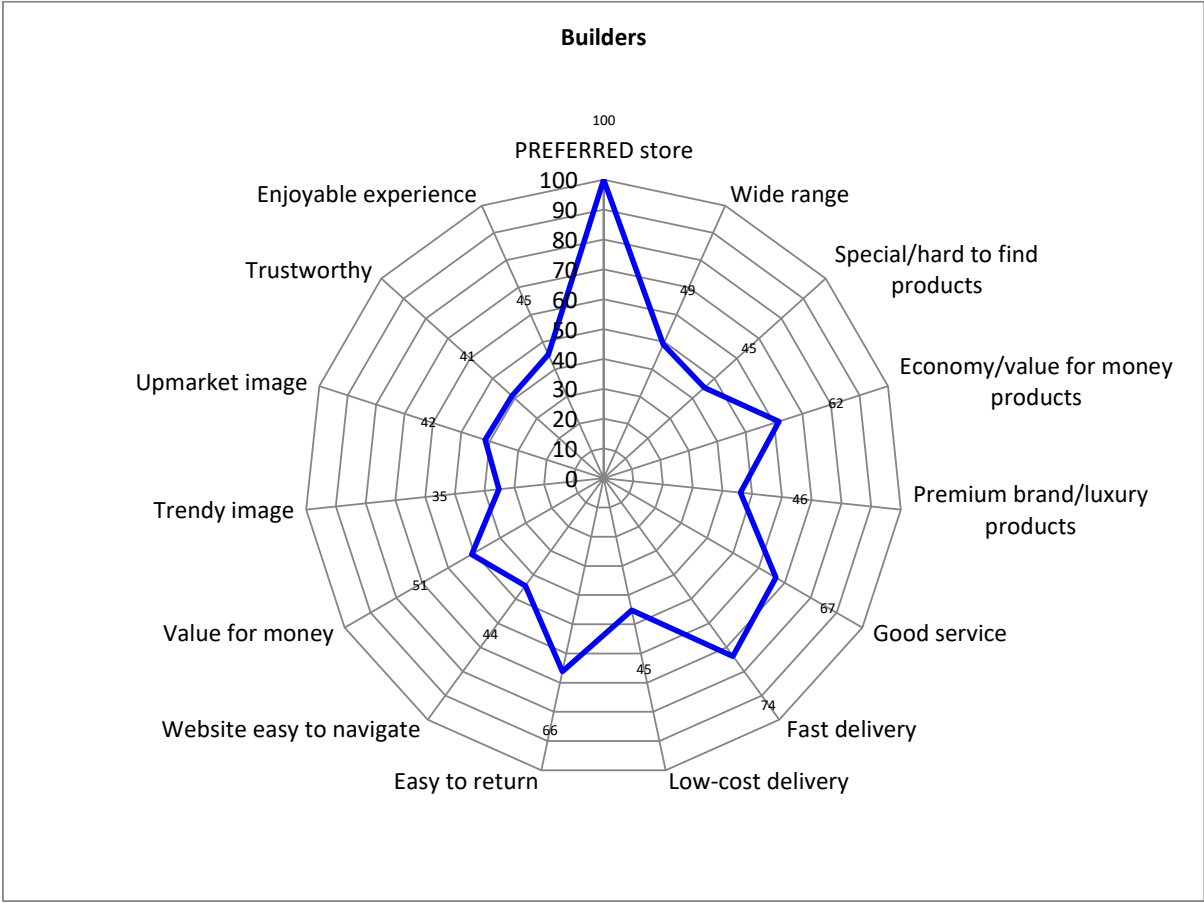
This brand's signature attributes are WIDE RANGE, SPECIAL/HARD TO FIND PRODUCTS and WEBSITE EASY TO NAVIGATE. This brand however is not known for PREMIUM BRAND/LUXURY PRODUCTS.



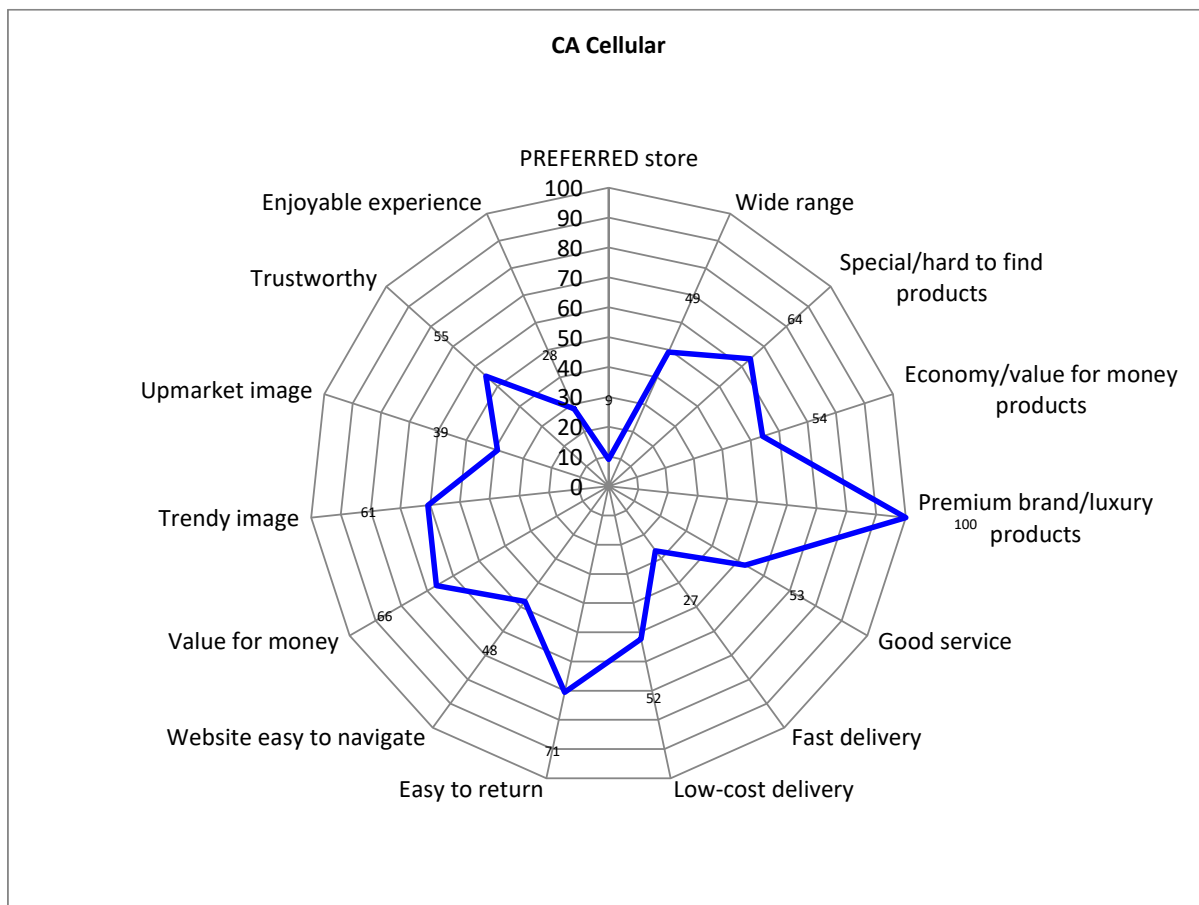
This brand's signature attributes are SPECIAL/HARD TO FIND PRODUCTS, WIDE RANGE and WEBSITE EASY TO NAVIGATE. This brand however is not known for UPMARKET IMAGE.



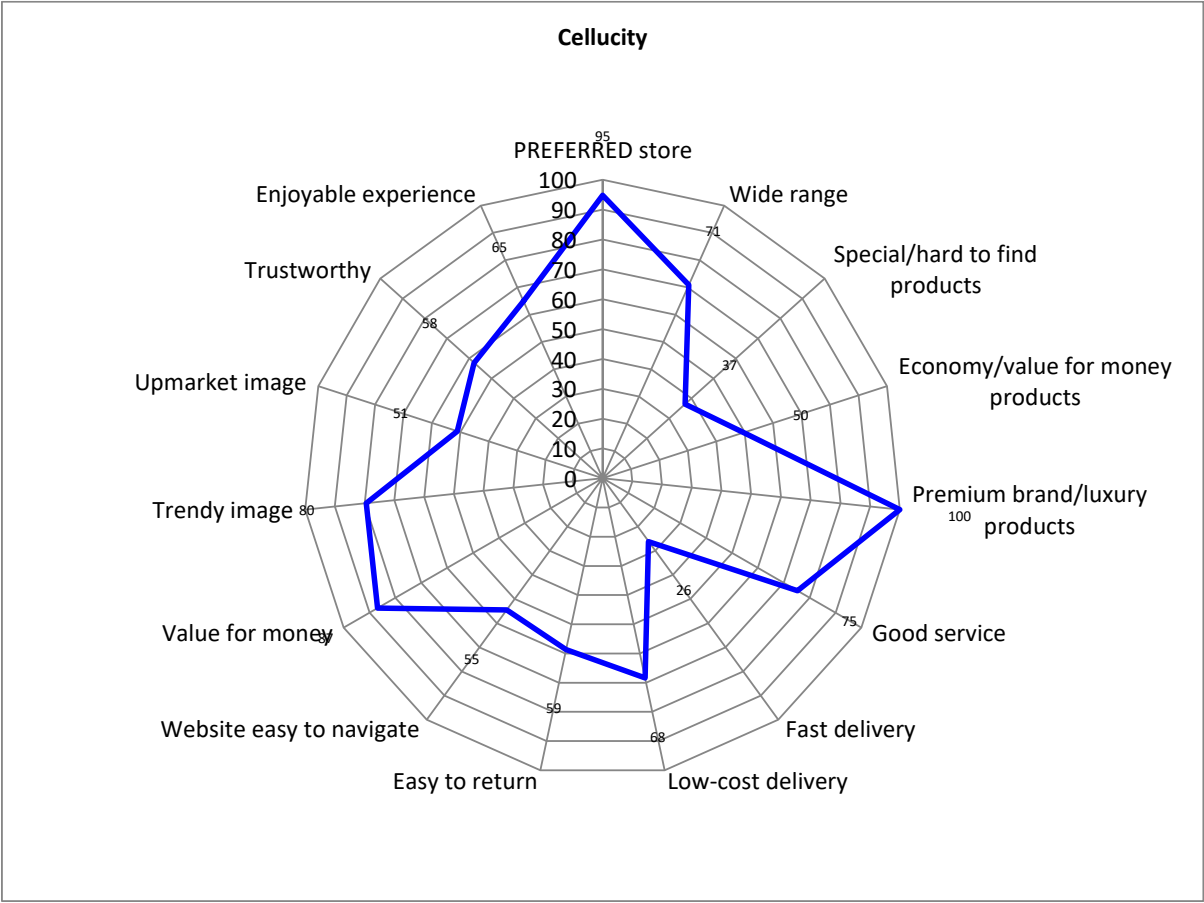
This brand's signature attributes are PREFERRED STORE, FAST DELIVERY and GOOD SERVICE. This brand however is not known for TRENDY IMAGE.



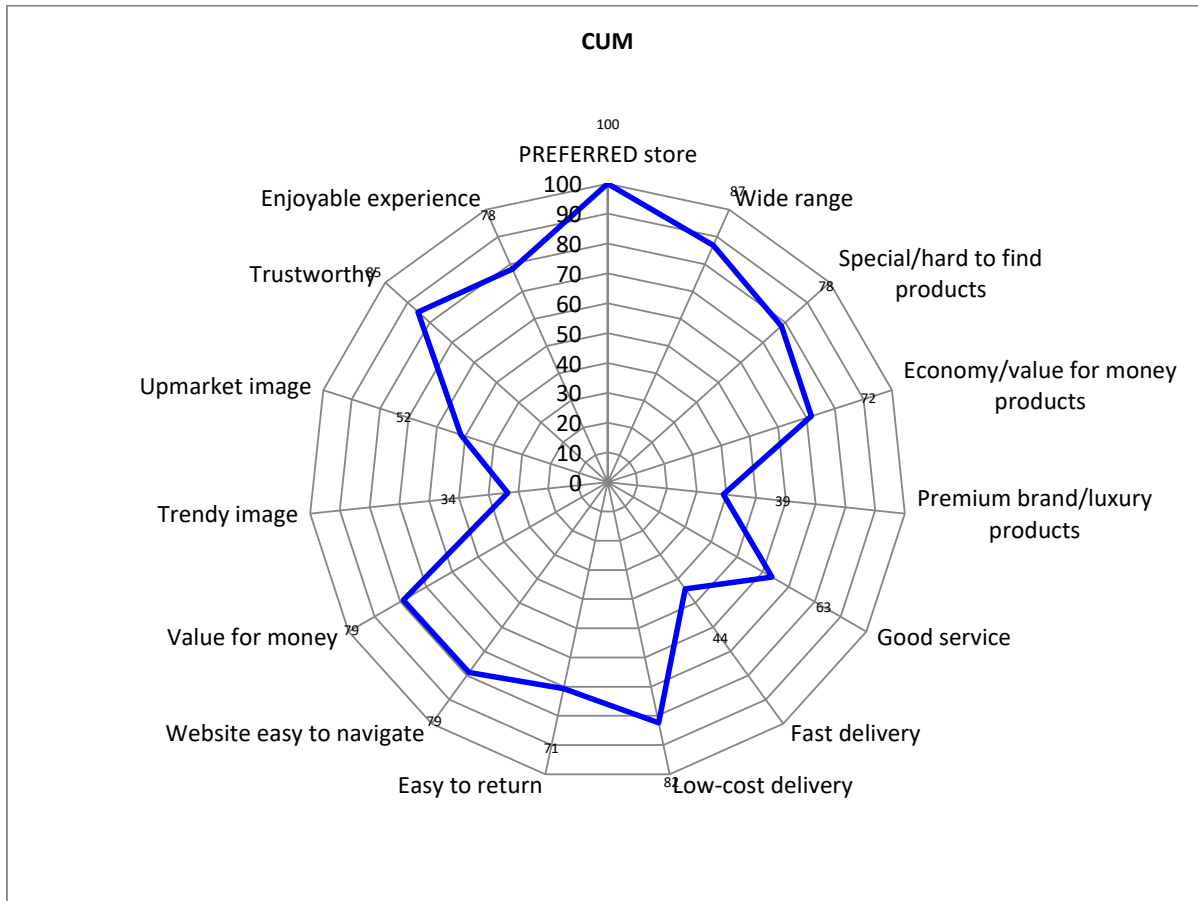
This brand's signature attributes are PREMIUM BRAND/LUXURY PRODUCTS, EASY TO RETURN and VALUE FOR MONEY. This brand however is not known for PREFERRED STORE.



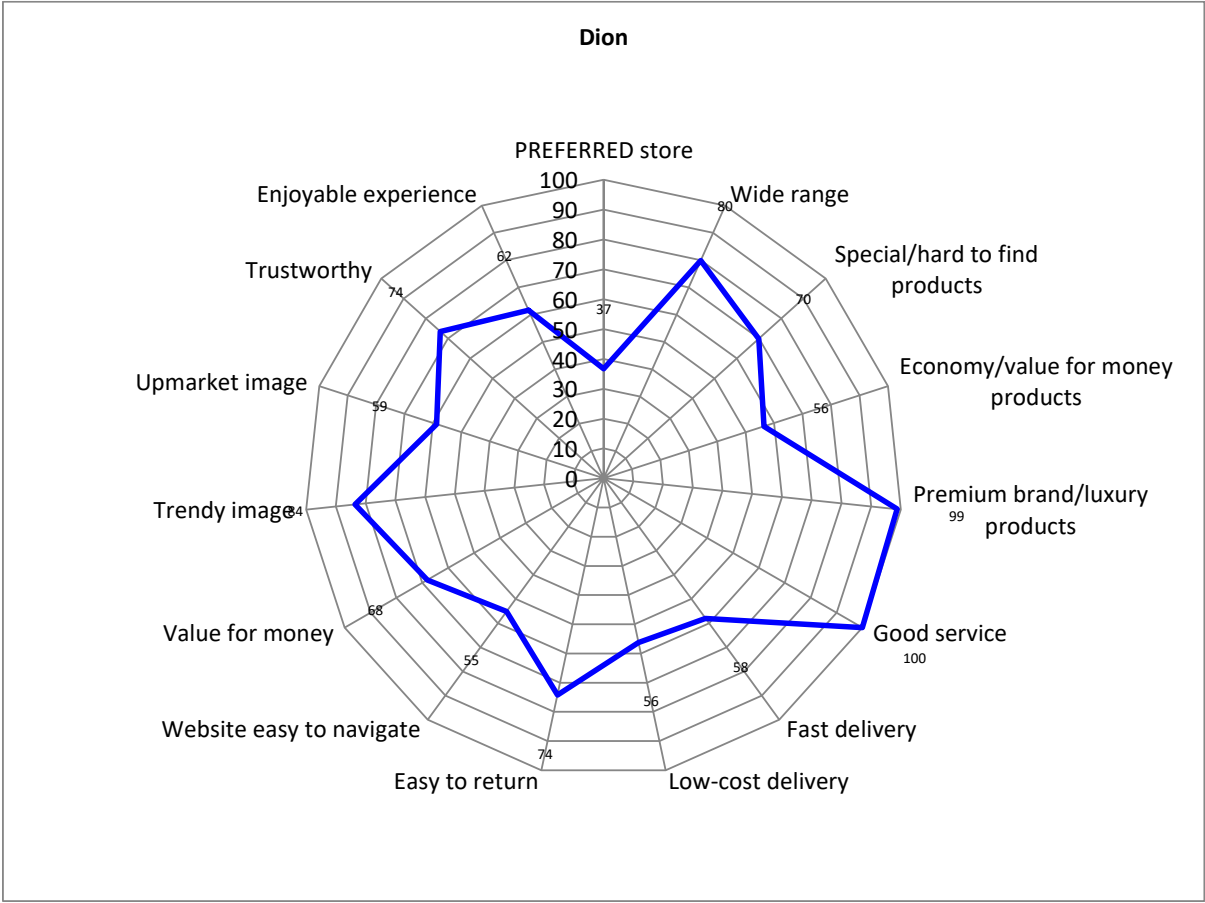
This brand's signature attributes are PREMIUM BRAND/LUXURY PRODUCTS, PREFERRED STORE and VALUE FOR MONEY. This brand however is not known for FAST DELIVERY.



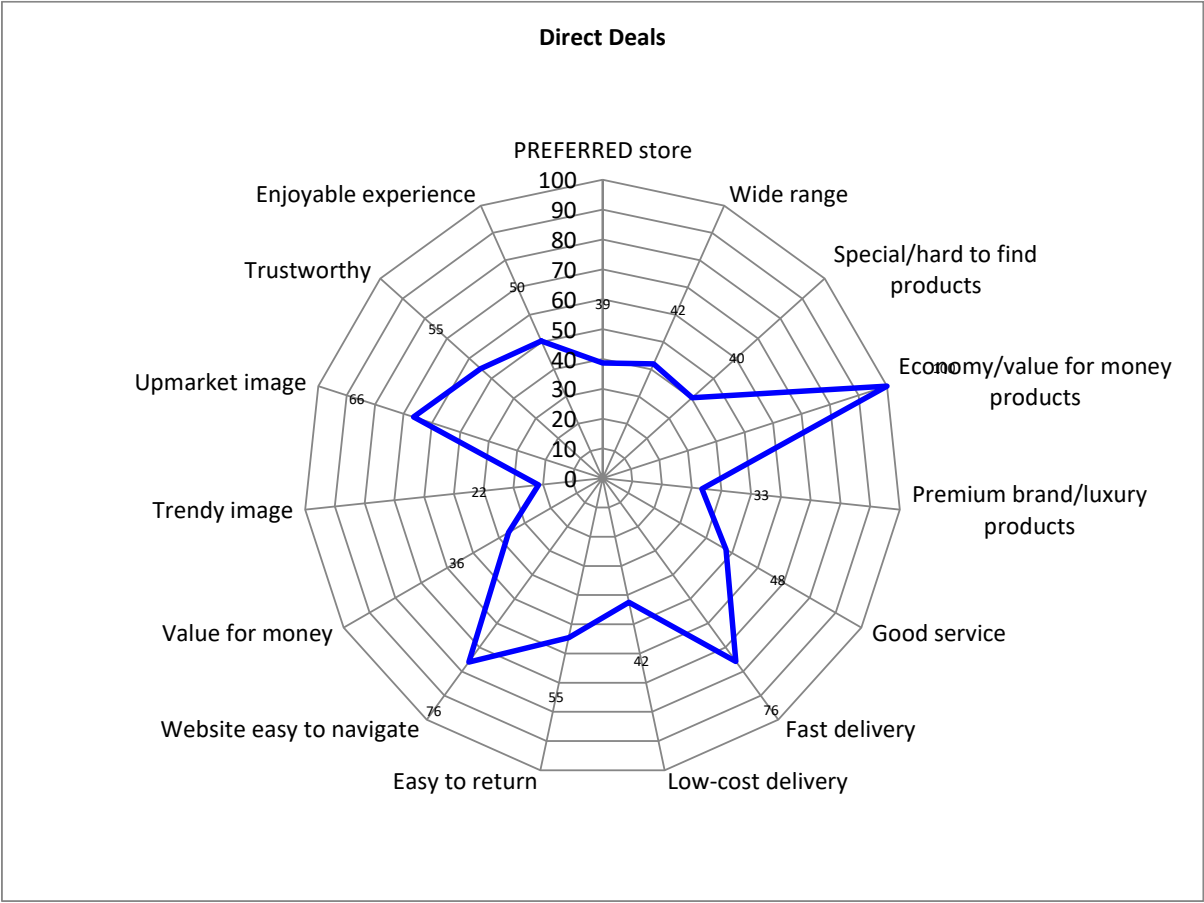
This brand's signature attributes are PREFERRED STORE, WIDE RANGE and TRUSTWORTHY. This brand however is not known for TRENDY IMAGE.



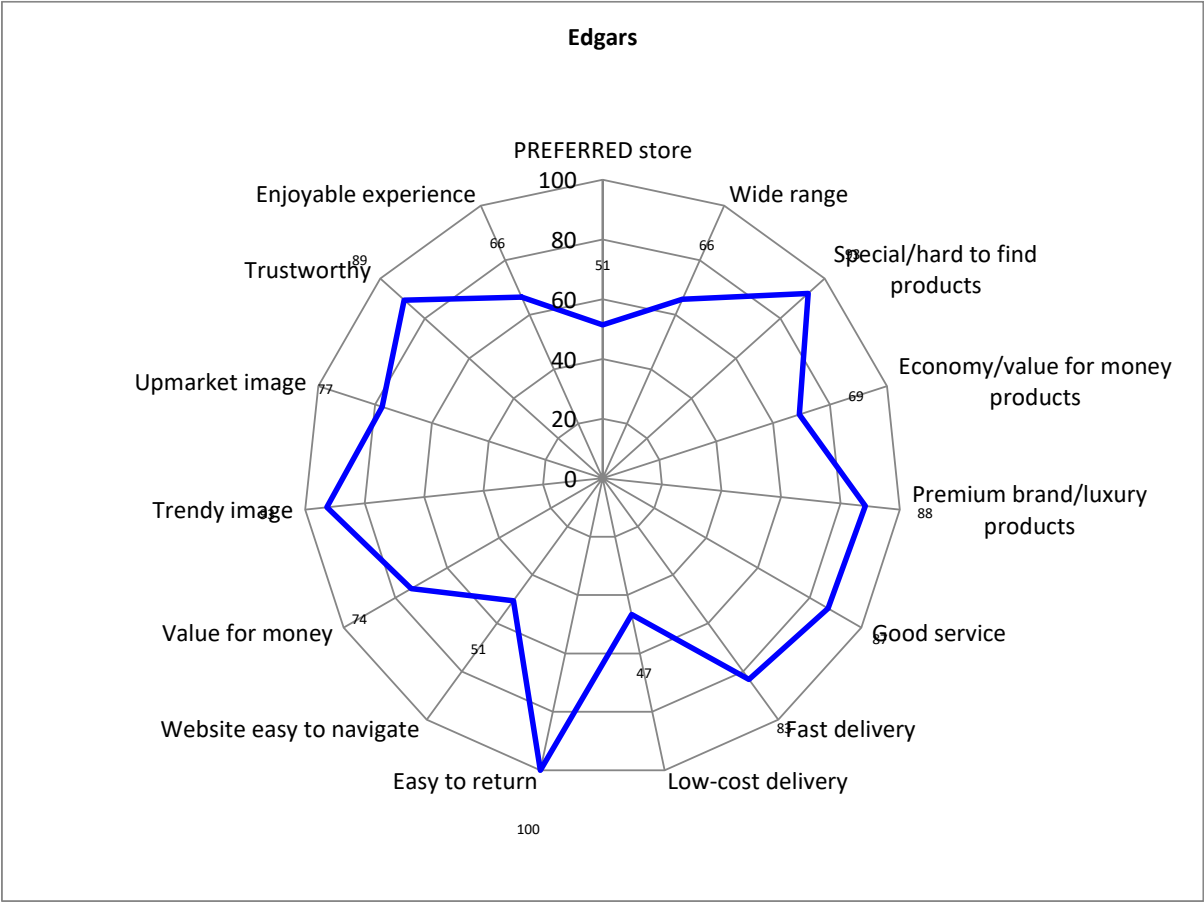
This brand's signature attributes are GOOD SERVICE, PREMIUM BRAND/LUXURY PRODUCTS and TRENDY IMAGE. This brand however is not known for PREFERRED STORE.



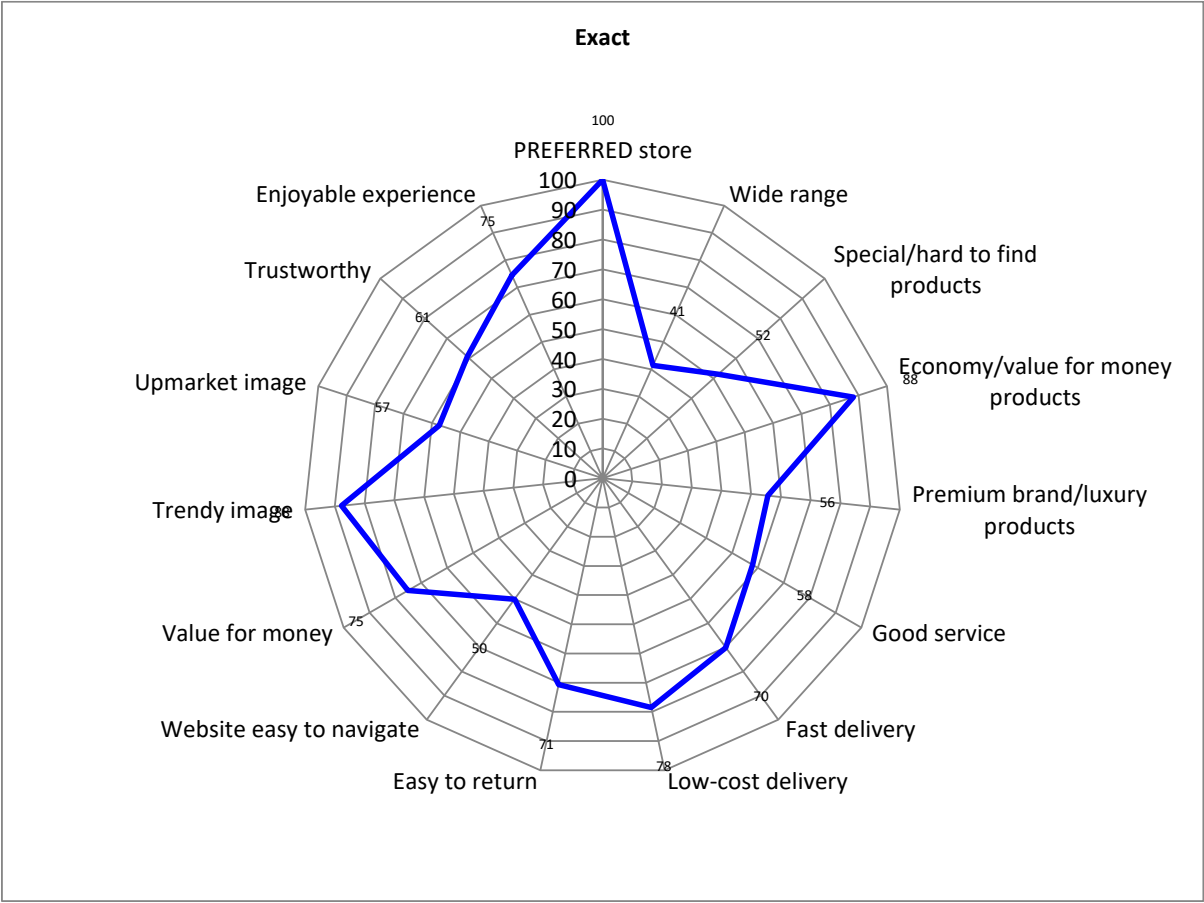
This brand's signature attributes are ECONOMY/VALUE FOR MONEY PRODUCTS, WEBSITE EASY TO NAVIGATE and FAST DELIVERY. This brand however is not known for TRENDY IMAGE.



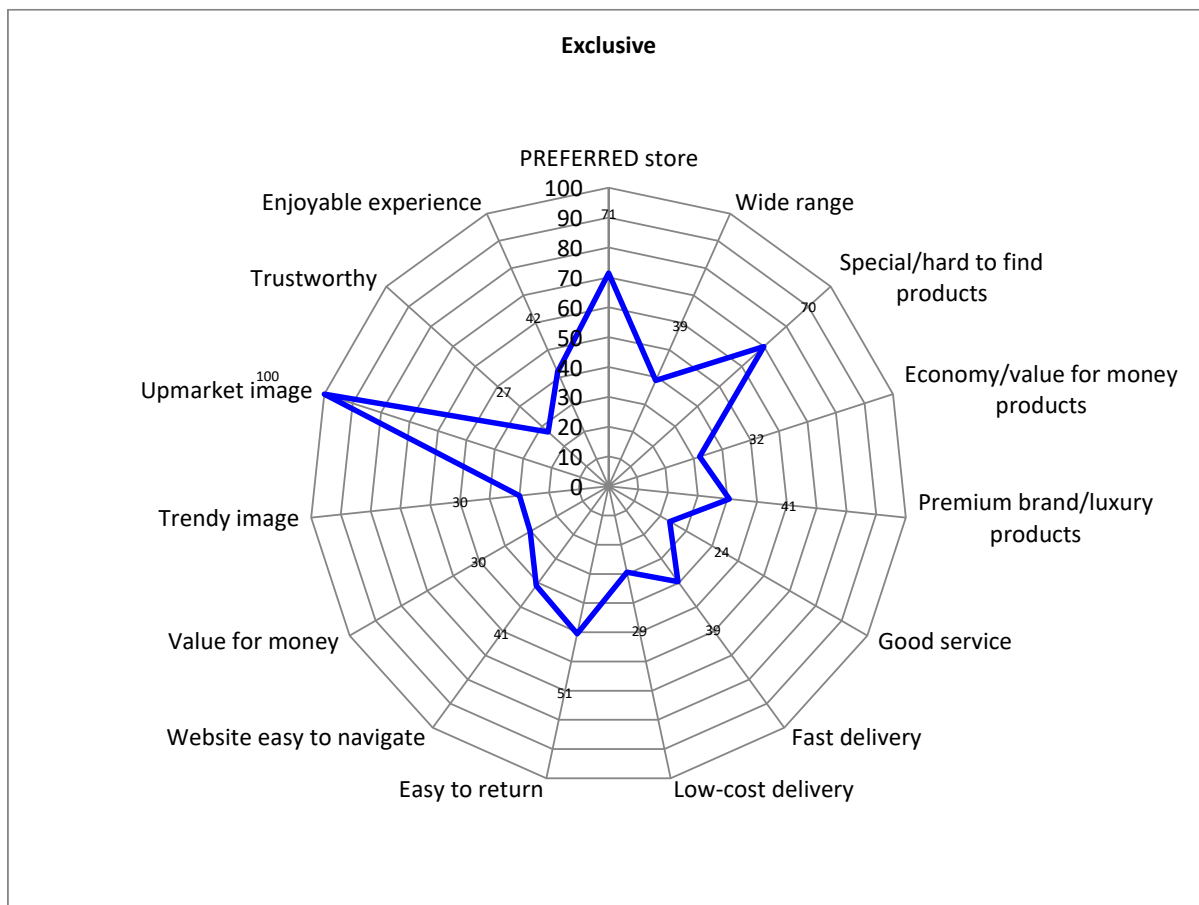
This brand's signature attributes are EASY TO RETURN, TRENDY IMAGE and SPECIAL/HARD TO FIND PRODUCTS. This brand however is not known for LOW-COST DELIVERY.



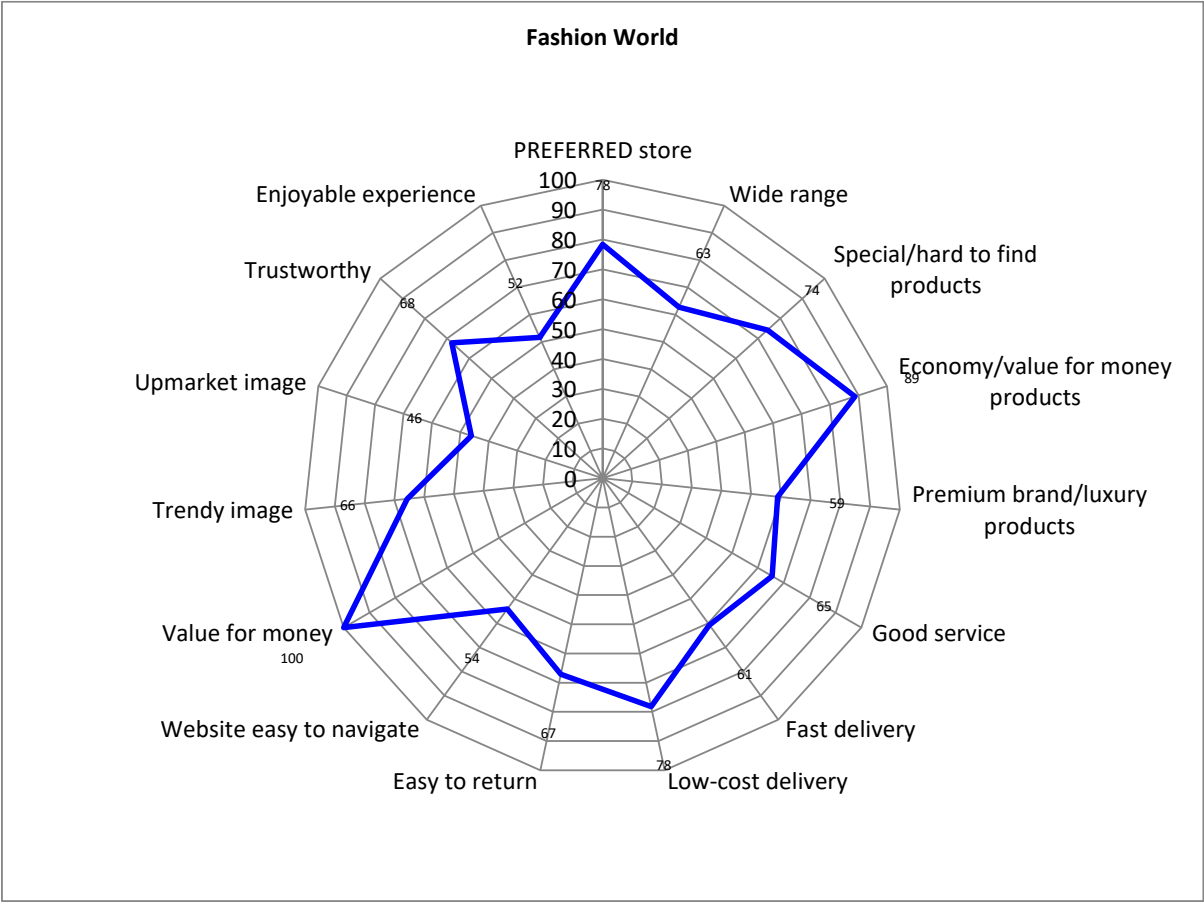
This brand's signature attributes are PREFERRED STORE, ECONOMY/VALUE FOR MONEY PRODUCTS and TRENDY IMAGE. This brand however is not known for WIDE RANGE.



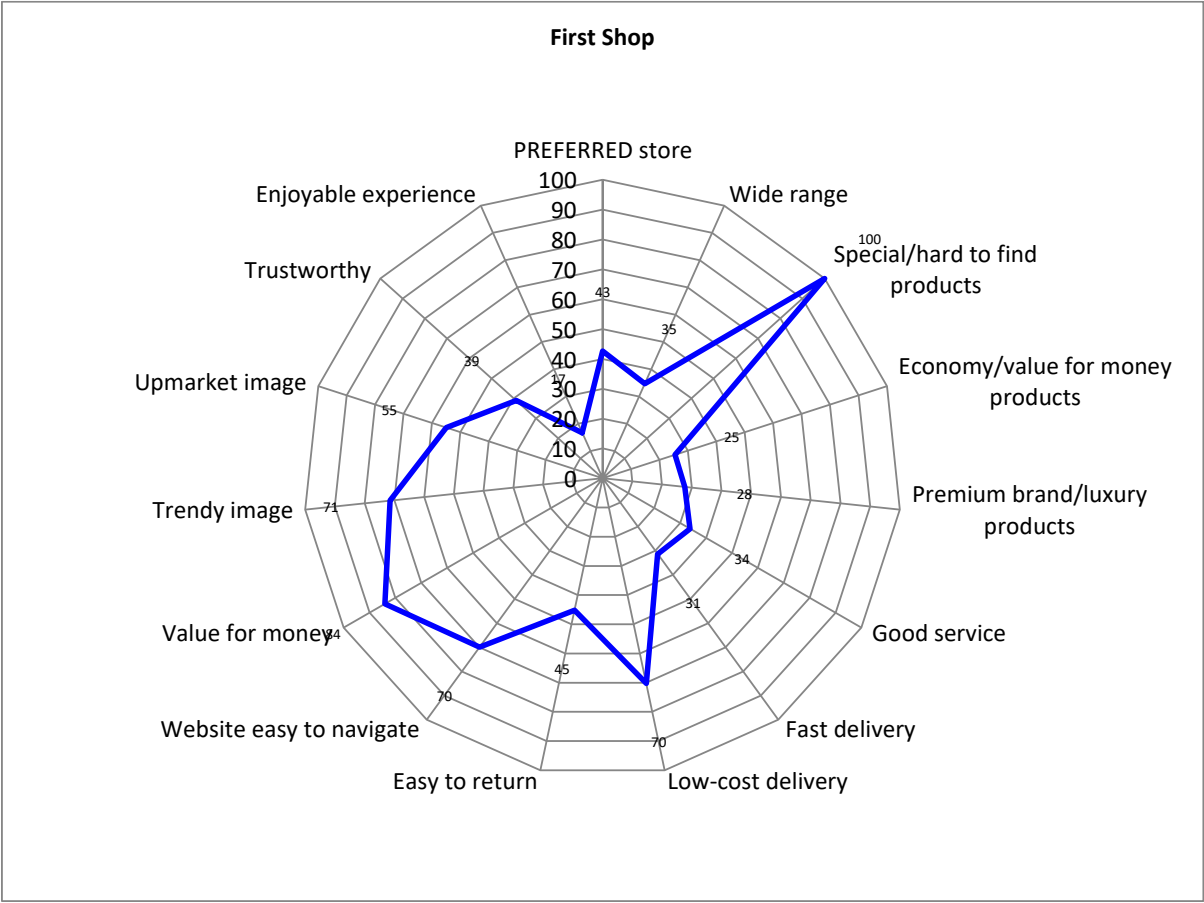
This brand's signature attributes are UPMARKET IMAGE, PREFERRED STORE and SPECIAL/HARD TO FIND PRODUCTS. This brand however is not known for GOOD SERVICE.



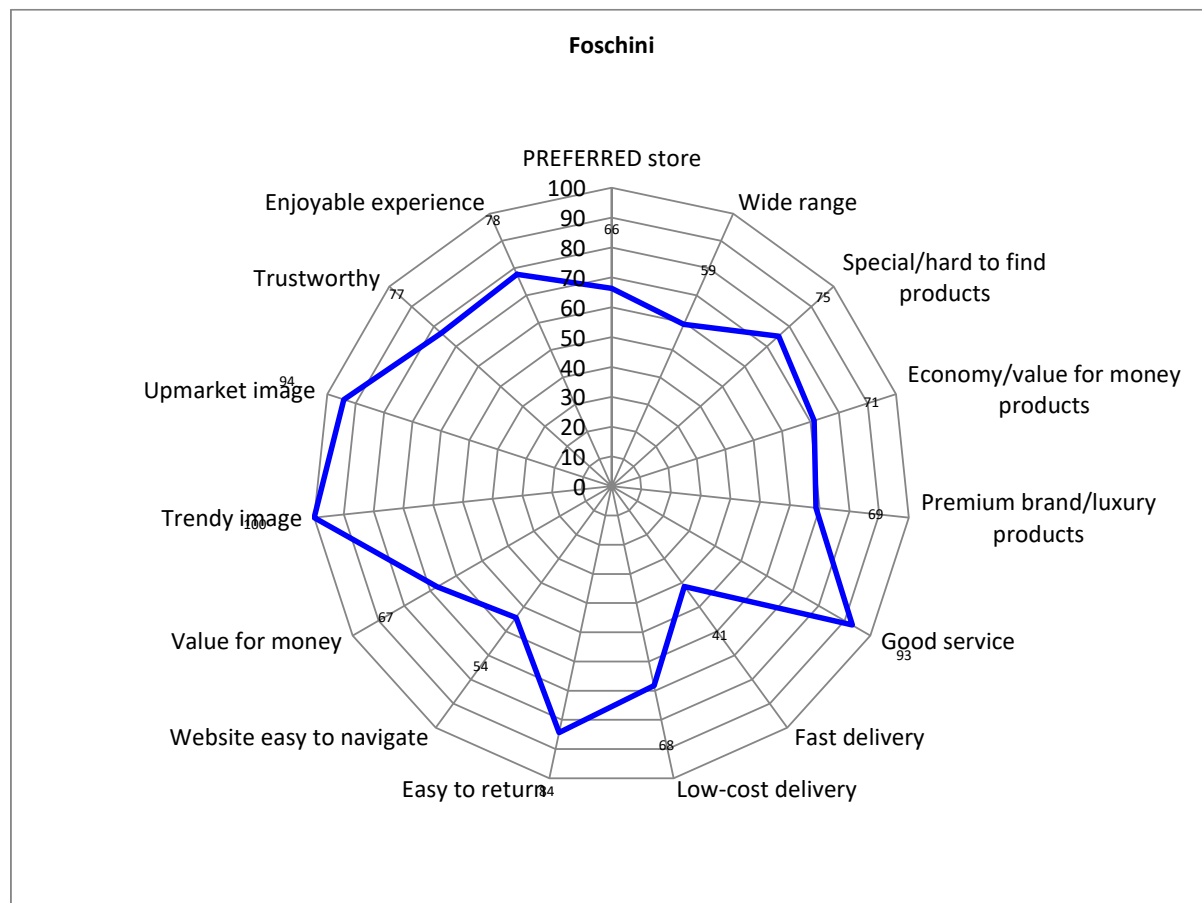
This brand's signature attributes are VALUE FOR MONEY, ECONOMY/VALUE FOR MONEY PRODUCTS and PREFERRED STORE. This brand however is not known for UPMARKET IMAGE.



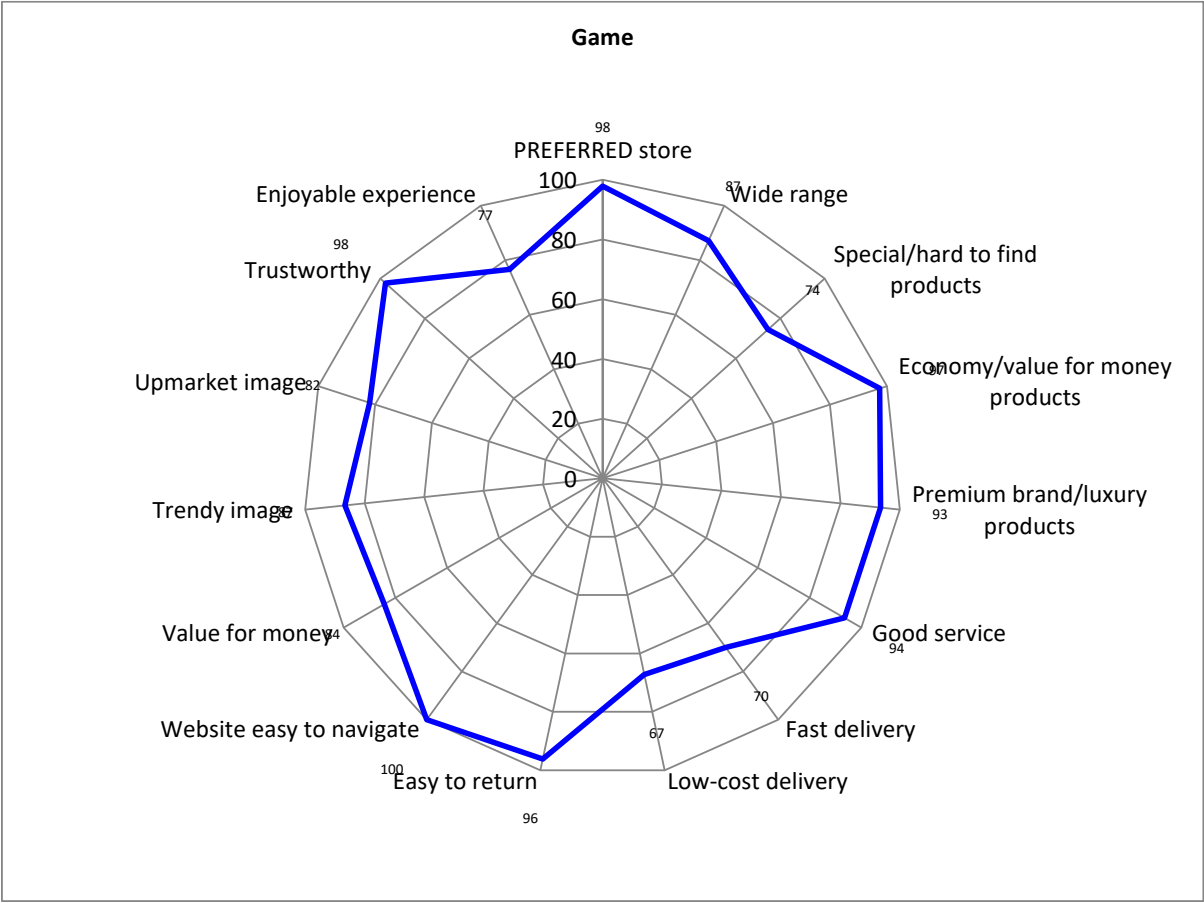
This brand's signature attributes are SPECIAL/HARD TO FIND PRODUCTS, VALUE FOR MONEY and TRENDY IMAGE. This brand however is not known for ENJOYABLE EXPERIENCE.



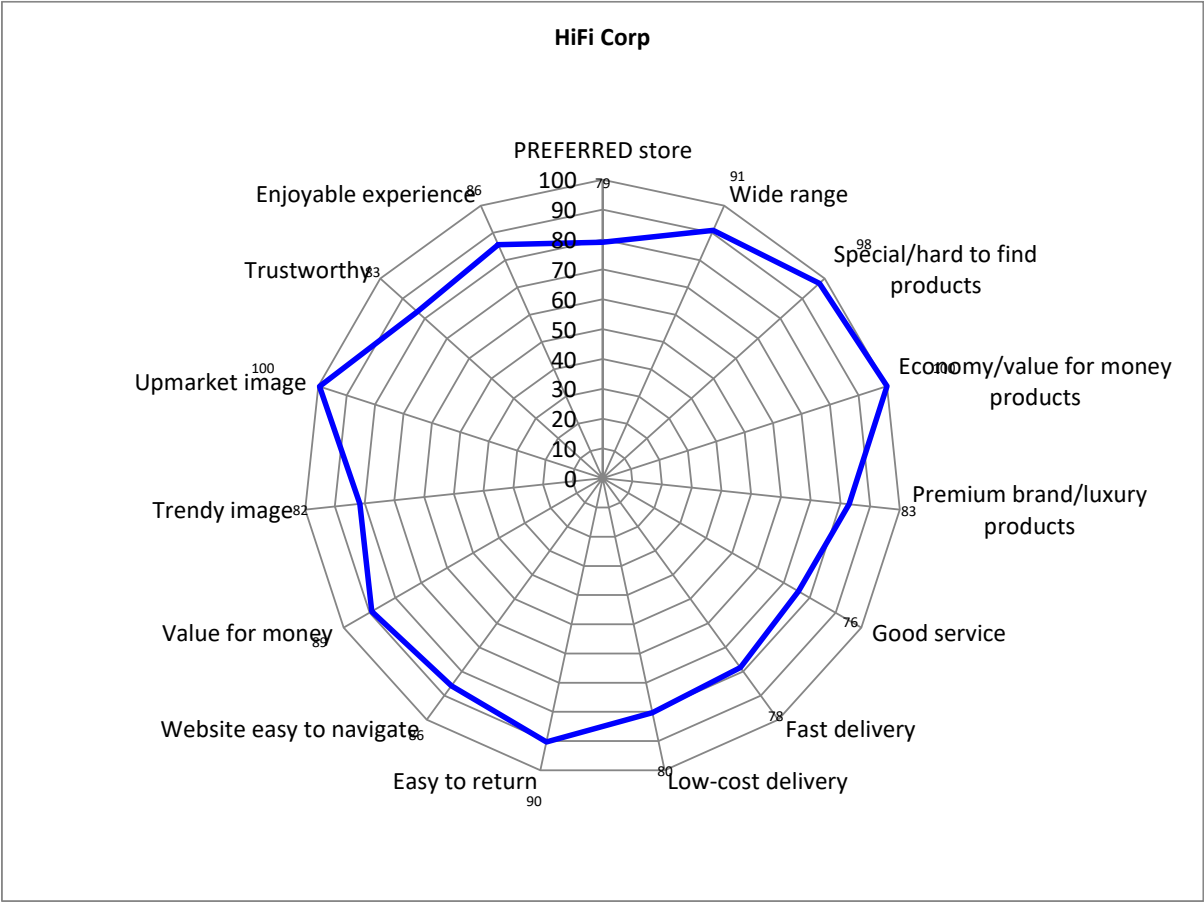
This brand's signature attributes are TRENDY IMAGE, UPMARKET IMAGE and GOOD SERVICE. This brand however is not known for FAST DELIVERY.



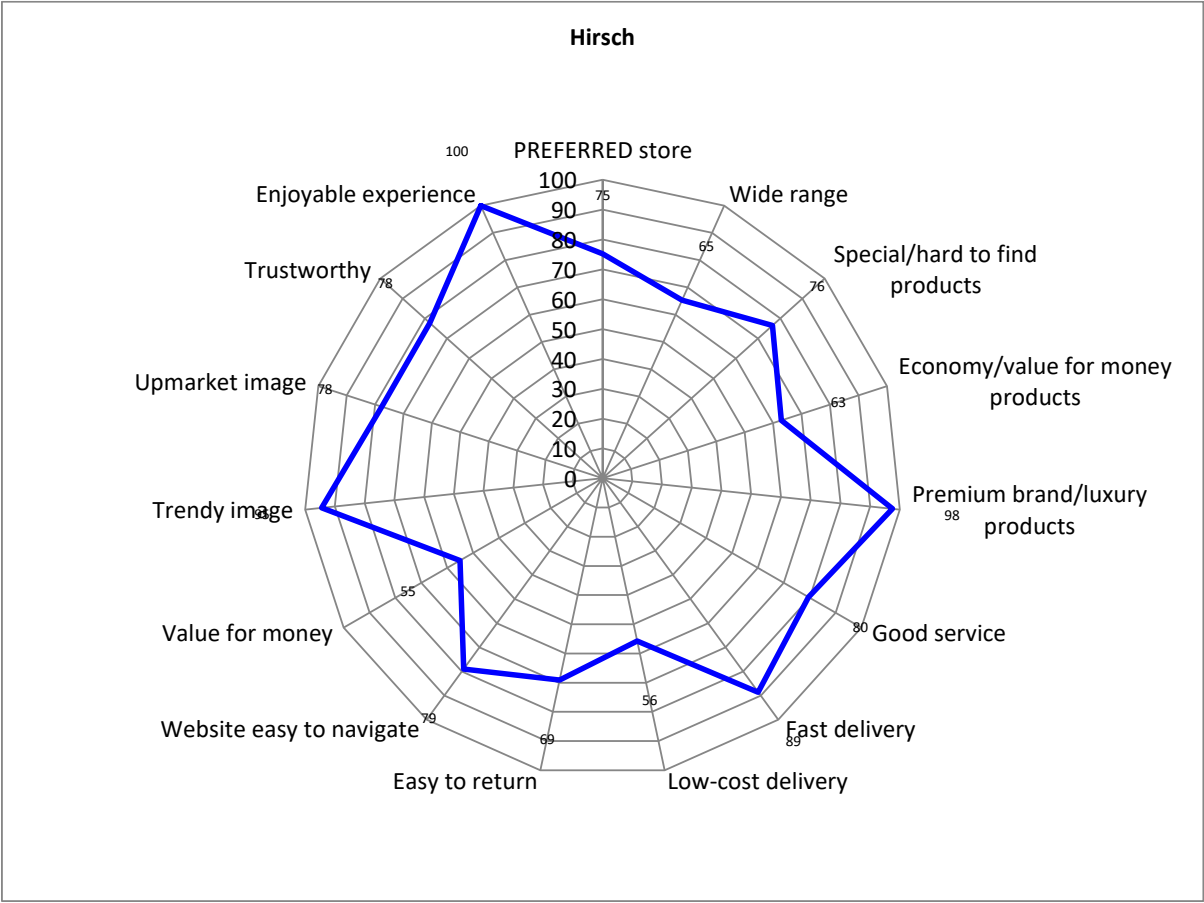
This brand's signature attributes are WEBSITE EASY TO NAVIGATE, PREFERRED STORE and TRUSTWORTHY. This brand however is not known for LOW-COST DELIVERY.



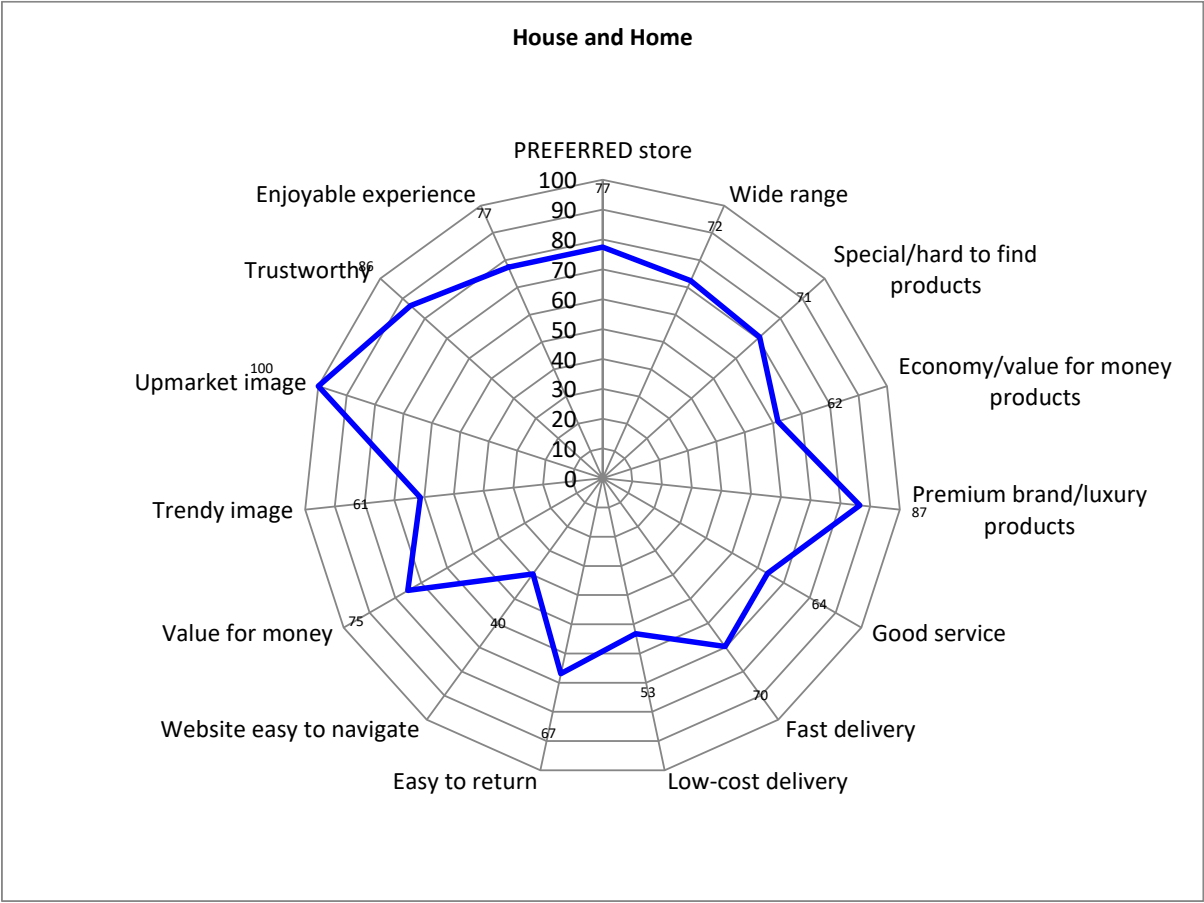
This brand's signature attributes are ECONOMY/VALUE FOR MONEY PRODUCTS, UPMARKET IMAGE and SPECIAL/HARD TO FIND PRODUCTS. This brand however is not known for GOOD SERVICE.



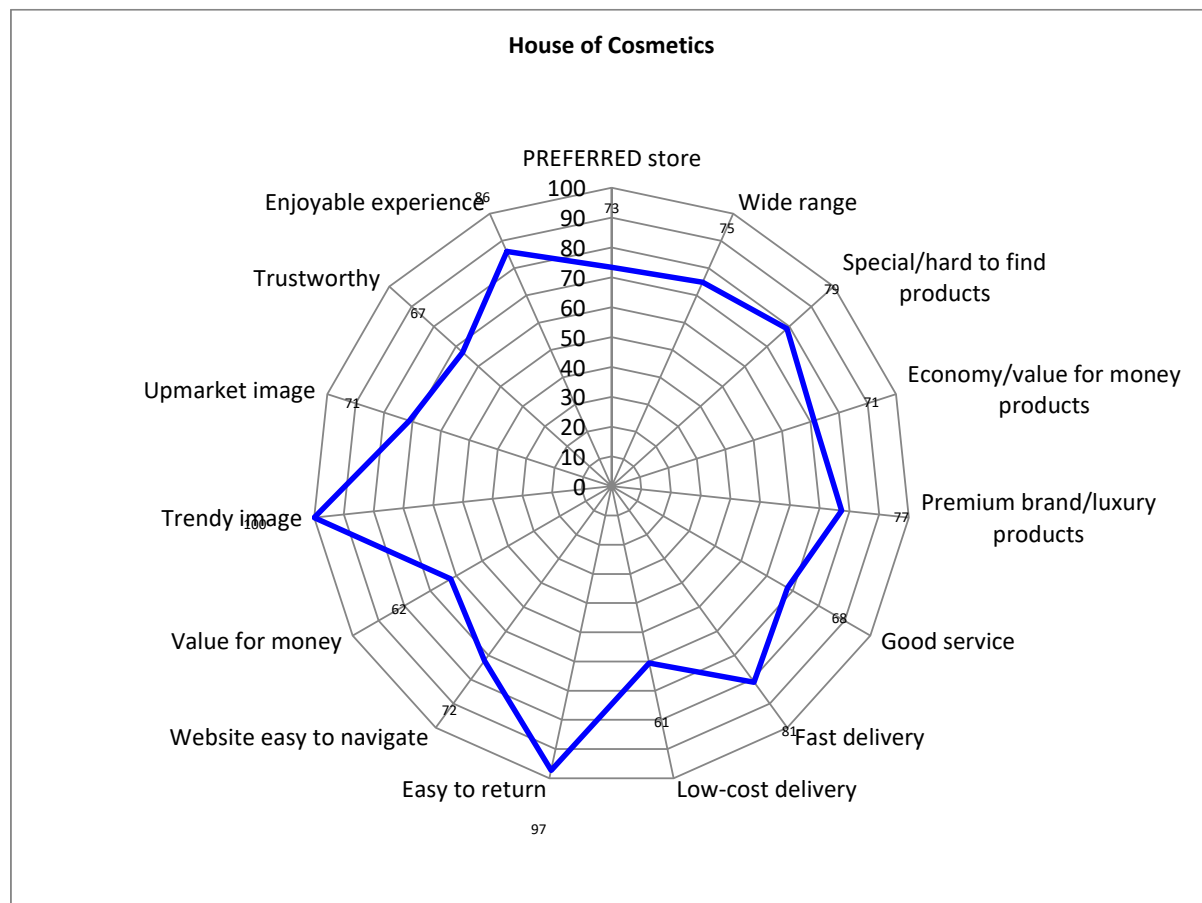
This brand's signature attributes are ENJOYABLE EXPERIENCE, PREMIUM BRAND/LUXURY PRODUCTS and TRENDY IMAGE. This brand however is not known for VALUE FOR MONEY.



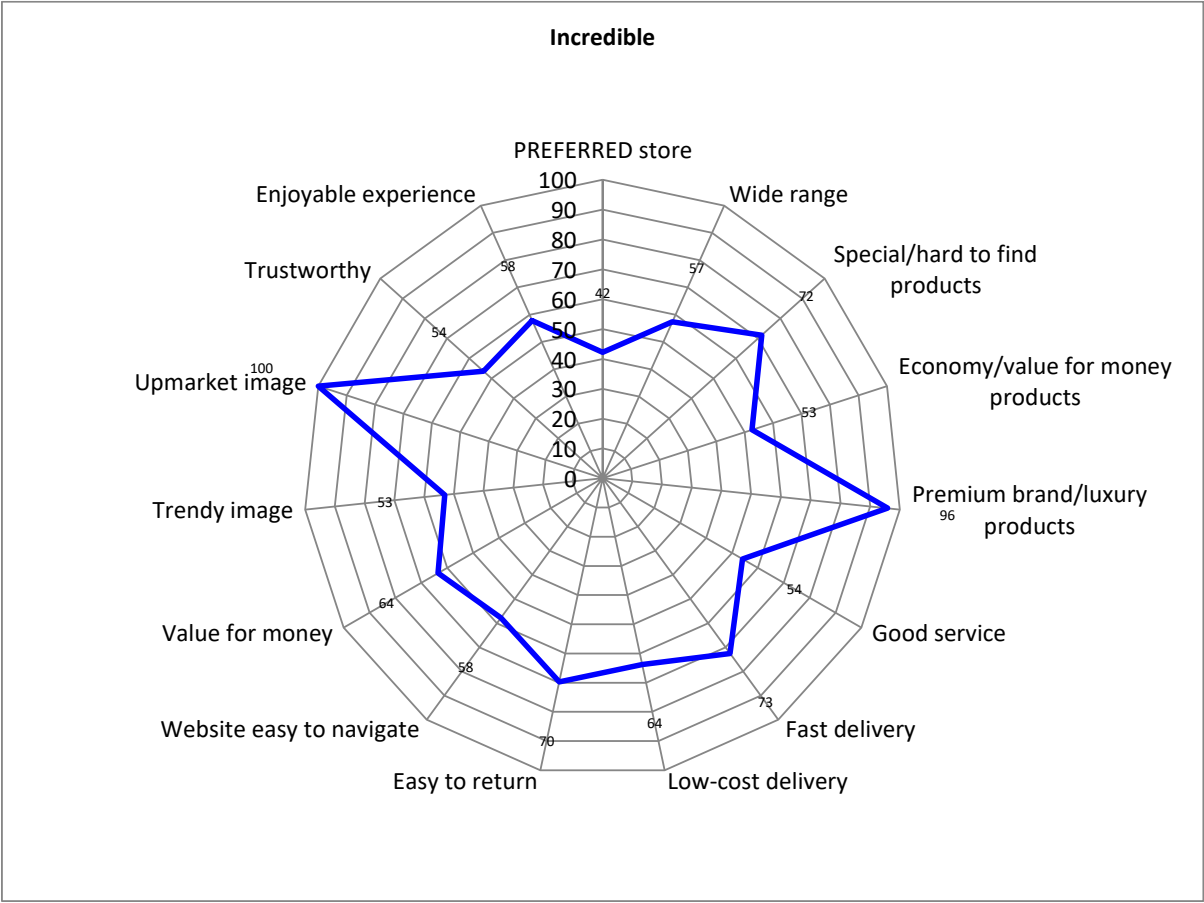
This brand's signature attributes are UPMARKET IMAGE, PREMIUM BRAND/LUXURY PRODUCTS and TRUSTWORTHY. This brand however is not known for WEBSITE EASY TO NAVIGATE.



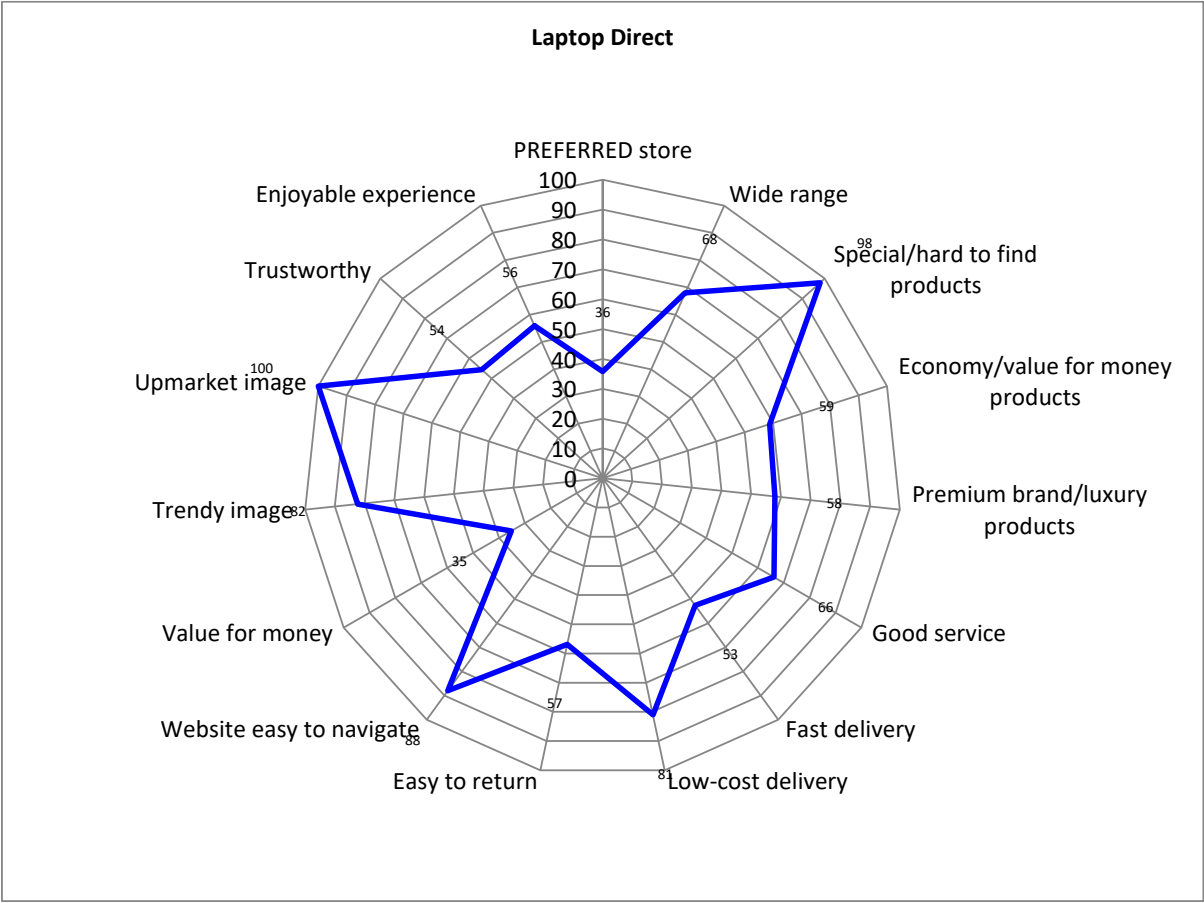
This brand's signature attributes are TRENDY IMAGE, EASY TO RETURN and ENJOYABLE EXPERIENCE. This brand however is not known for LOW-COST DELIVERY.



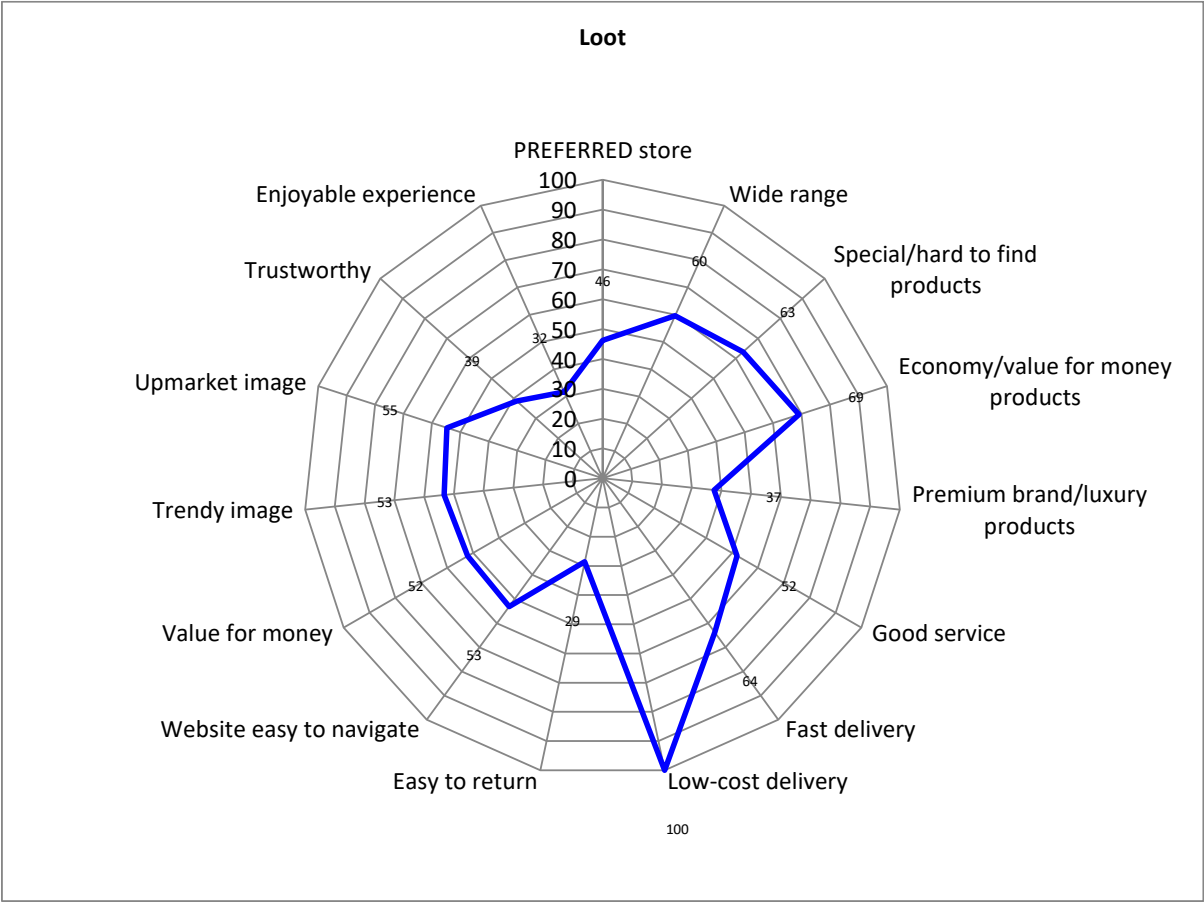
This brand's signature attributes are UPMARKET IMAGE, PREMIUM BRAND/LUXURY PRODUCTS and FAST DELIVERY. This brand however is not known for PREFERRED STORE.



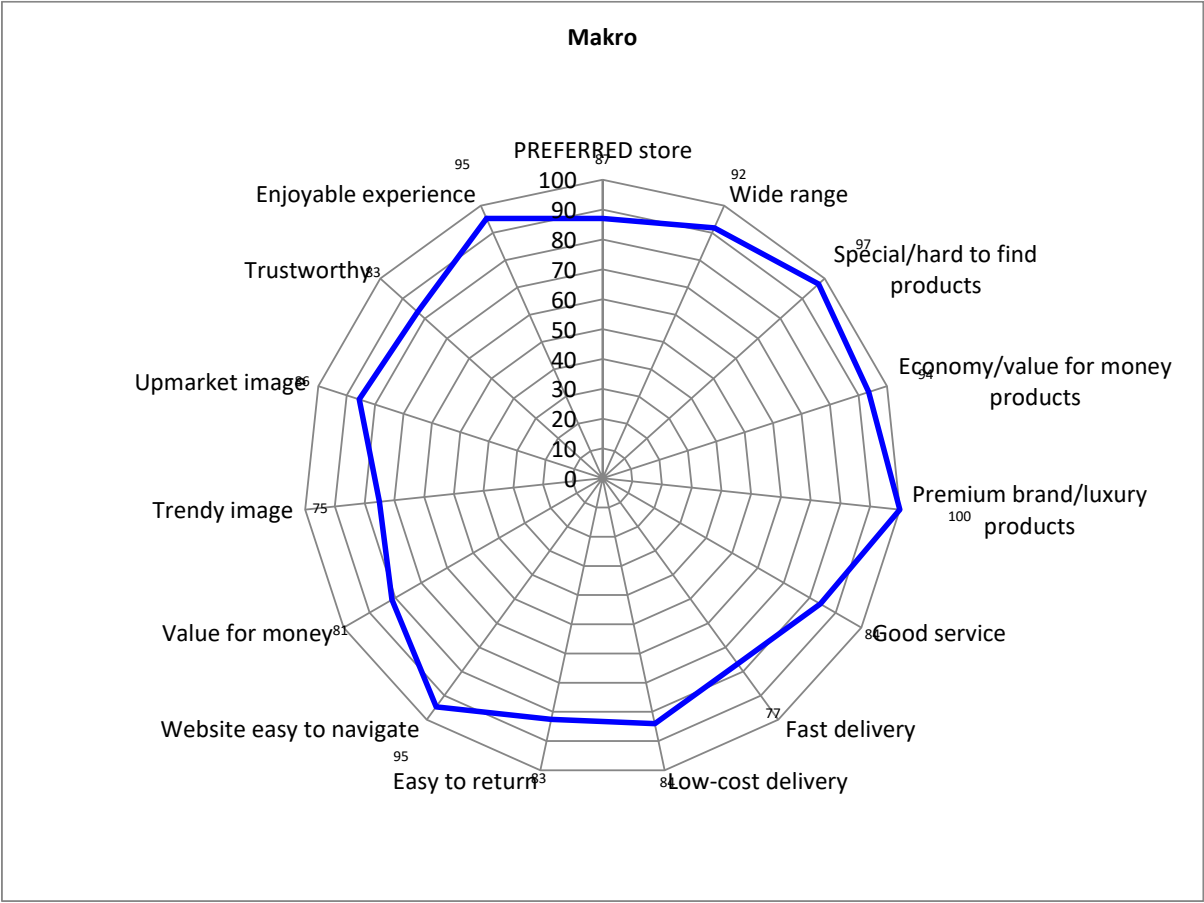
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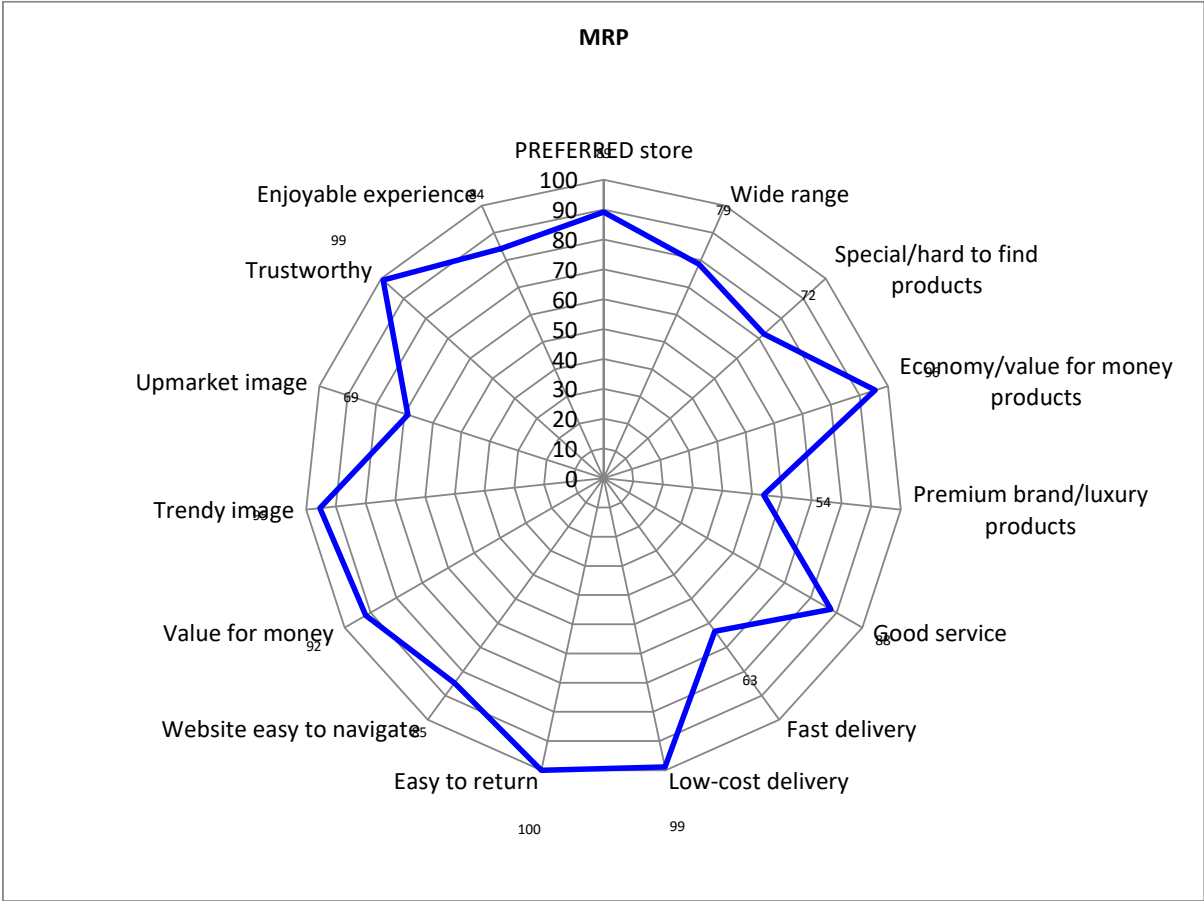
This brand's signature attributes are LOW-COST DELIVERY, ECONOMY/VALUE FOR MONEY PRODUCTS and FAST DELIVERY. This brand however is not known for EASY TO RETURN.



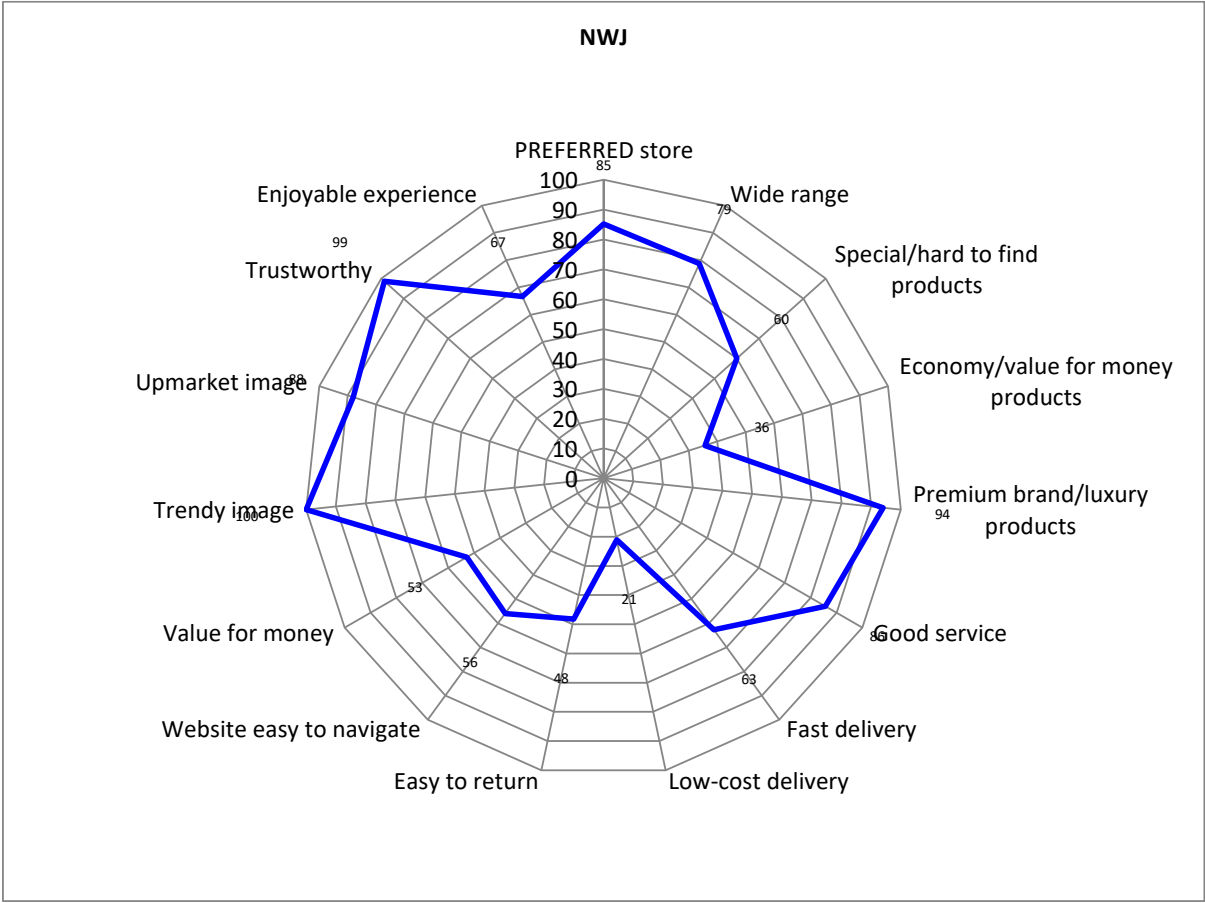
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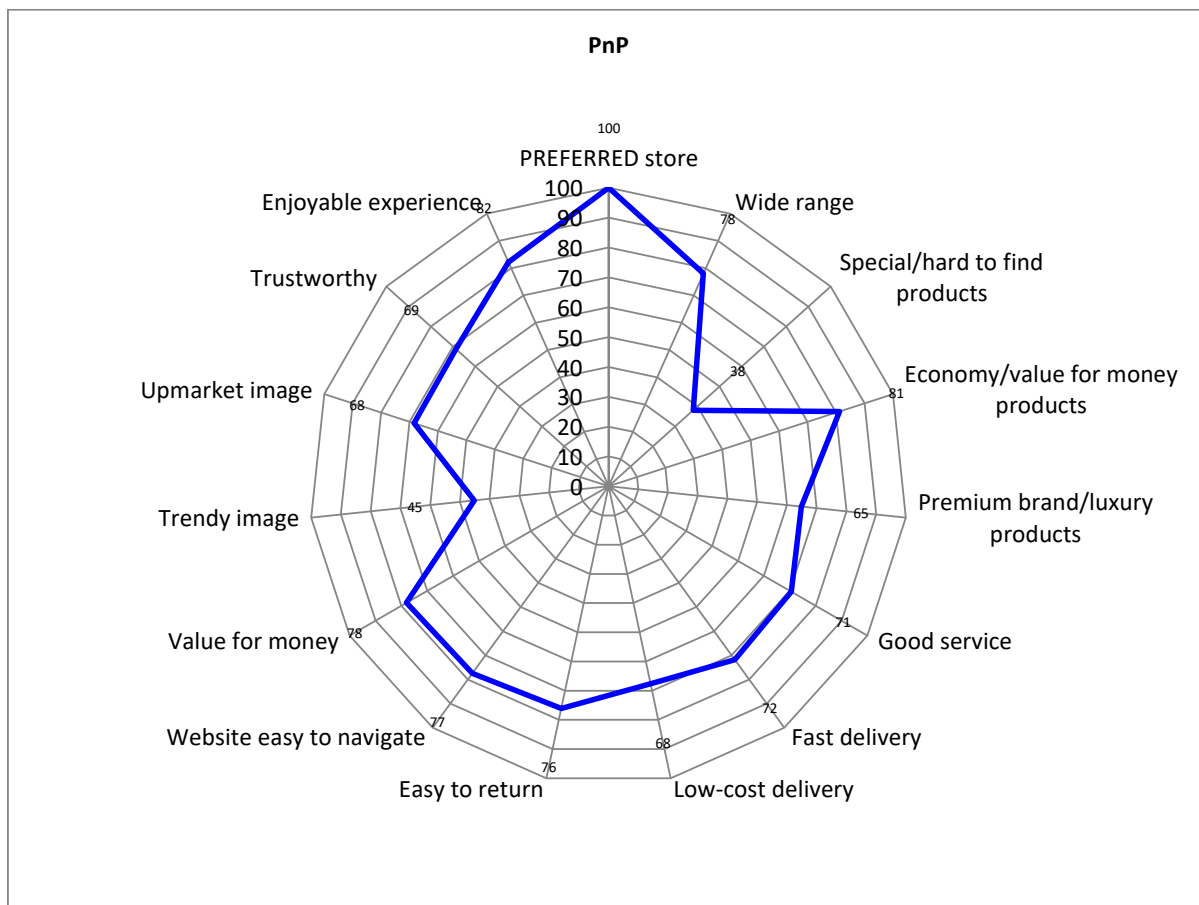
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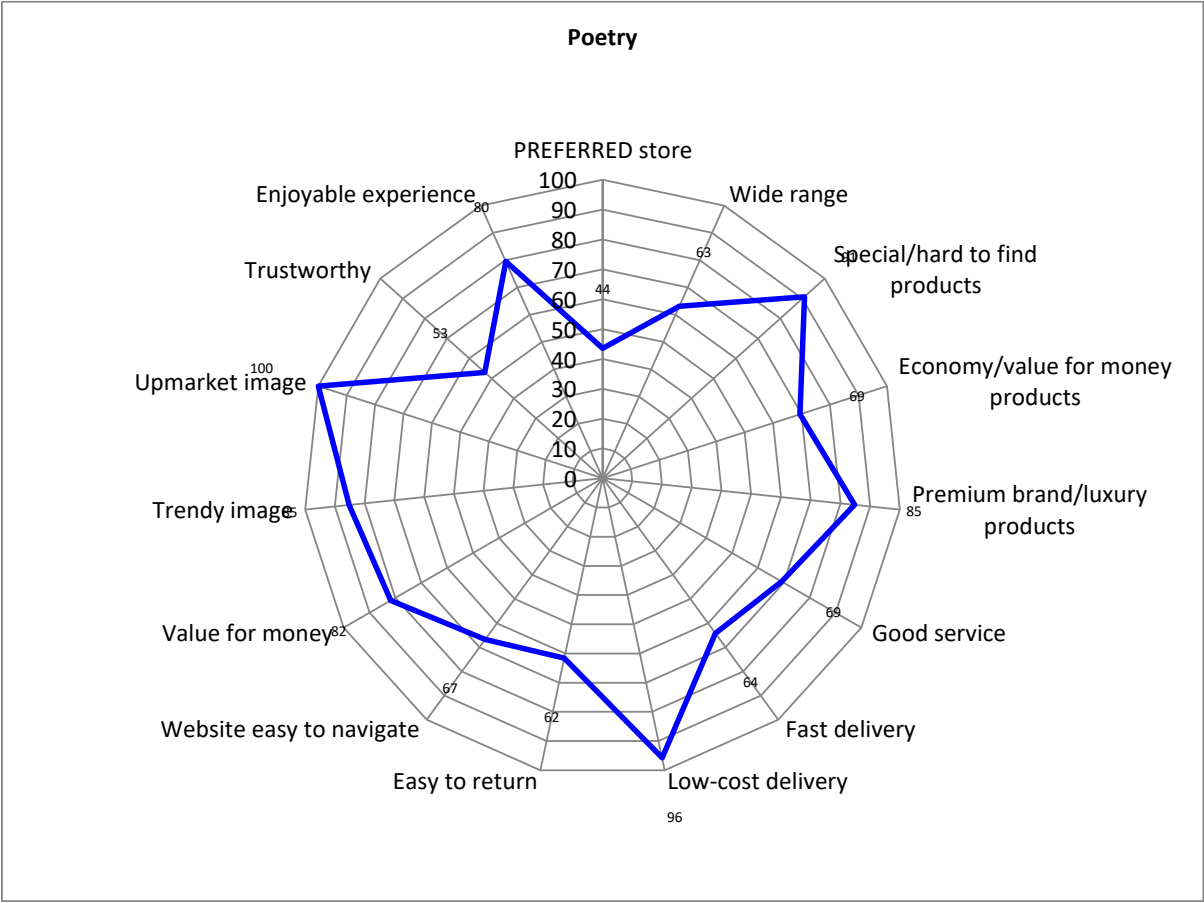
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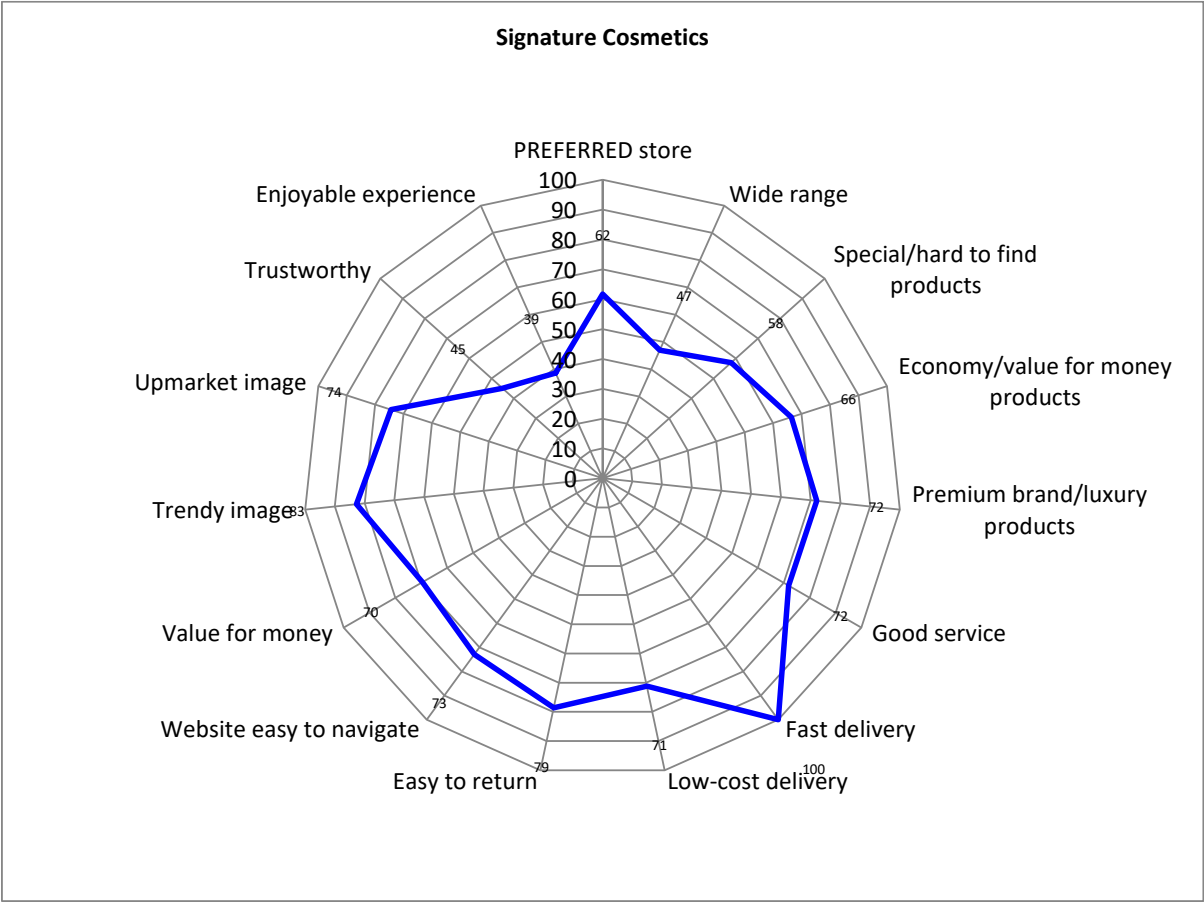
This brand's signature attributes are PREFERRED STORE, ENJOYABLE EXPERIENCE and ECONOMY/VALUE FOR MONEY PRODUCTS. This brand however is not known for SPECIAL/HARD TO FIND PRODUCTS.



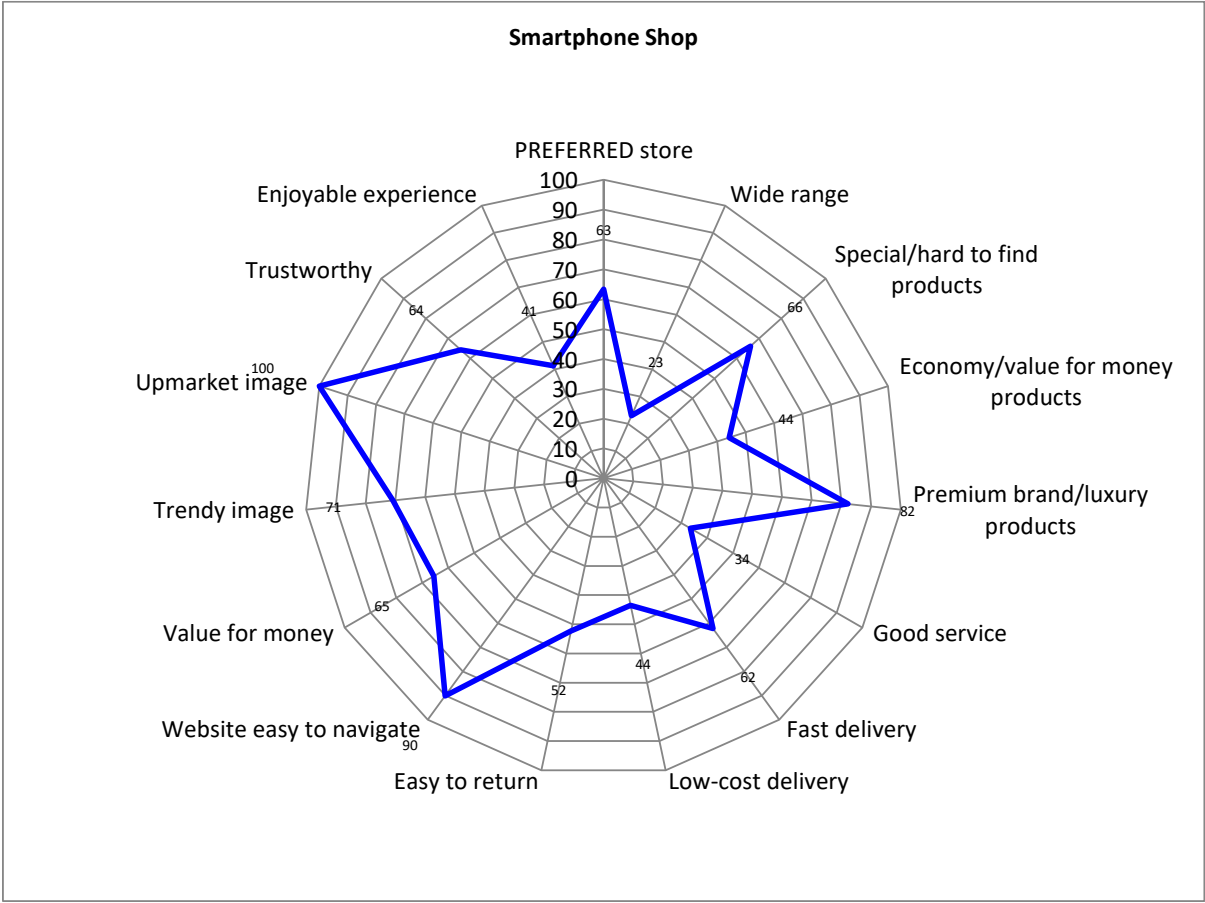
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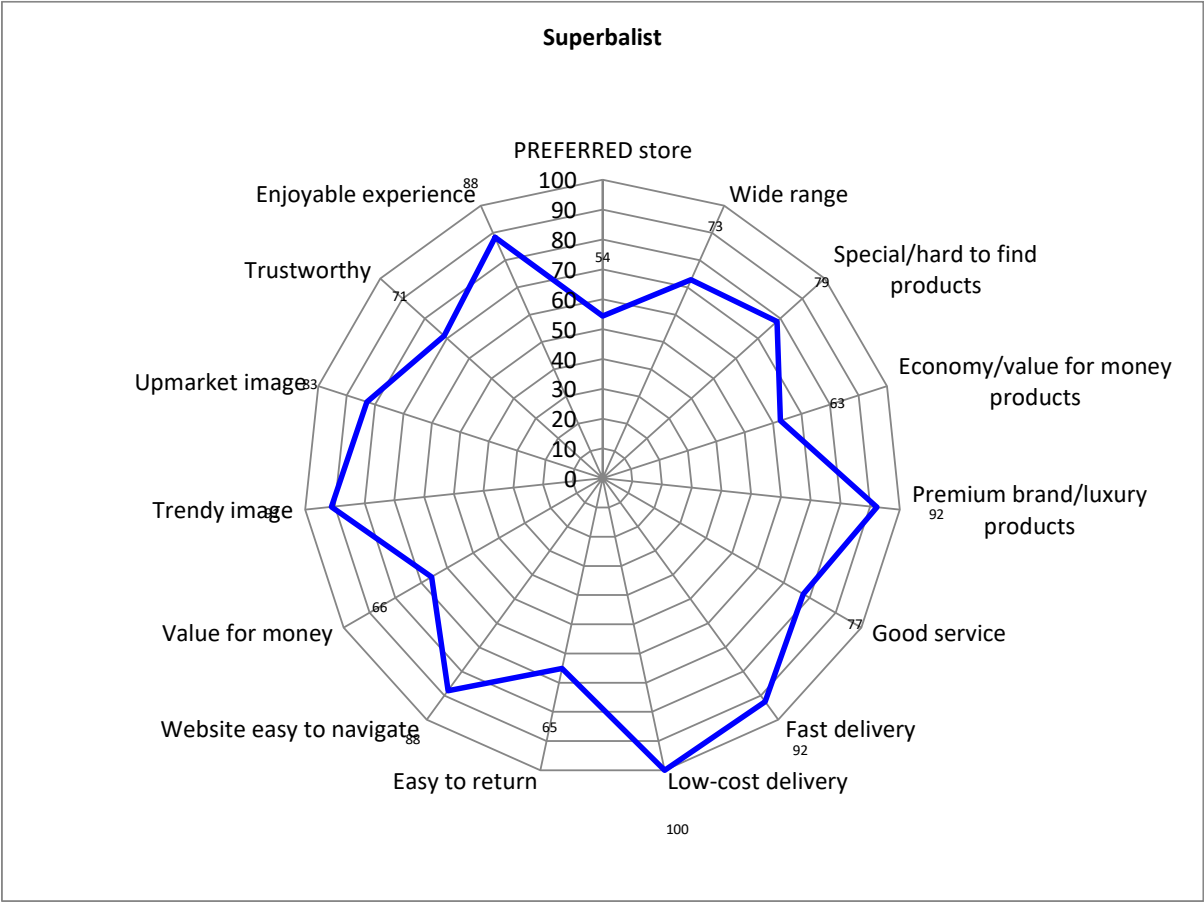
This brand's signature attributes are FAST DELIVERY, TRENDY IMAGE and EASY TO RETURN. This brand however is not known for ENJOYABLE EXPERIENCE.



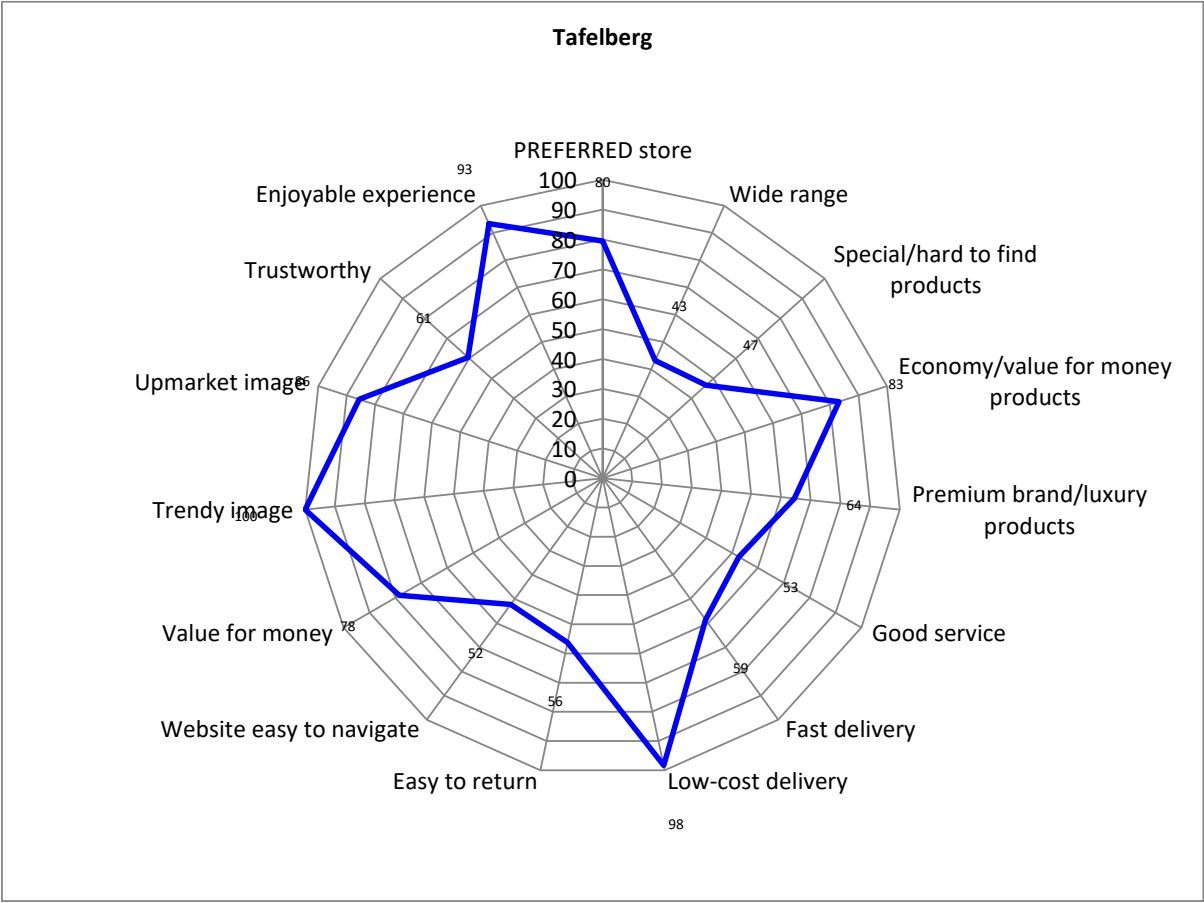
This brand's signature attributes are UPMARKET IMAGE, WEBSITE EASY TO NAVIGATE and PREMIUM BRAND/LUXURY PRODUCTS. This brand however is not known for WIDE RANGE.



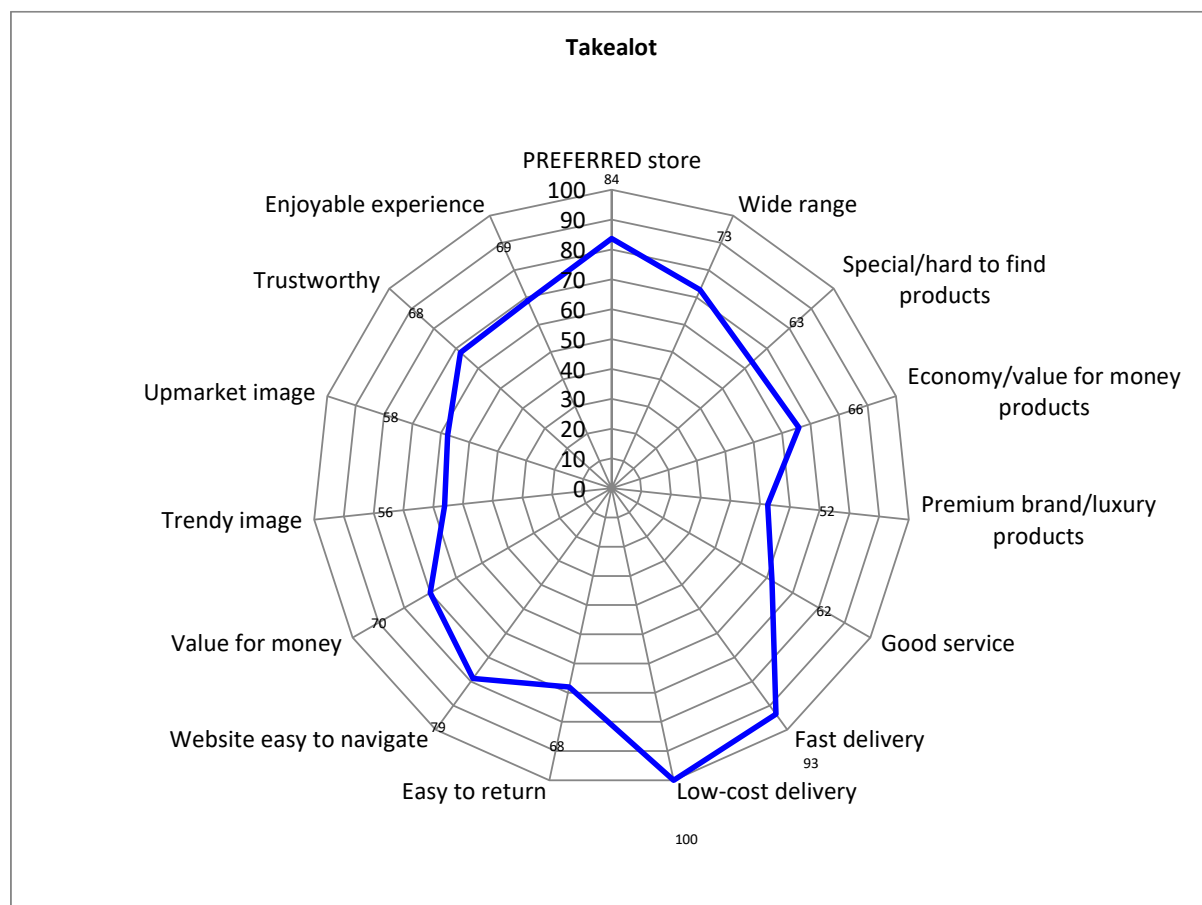
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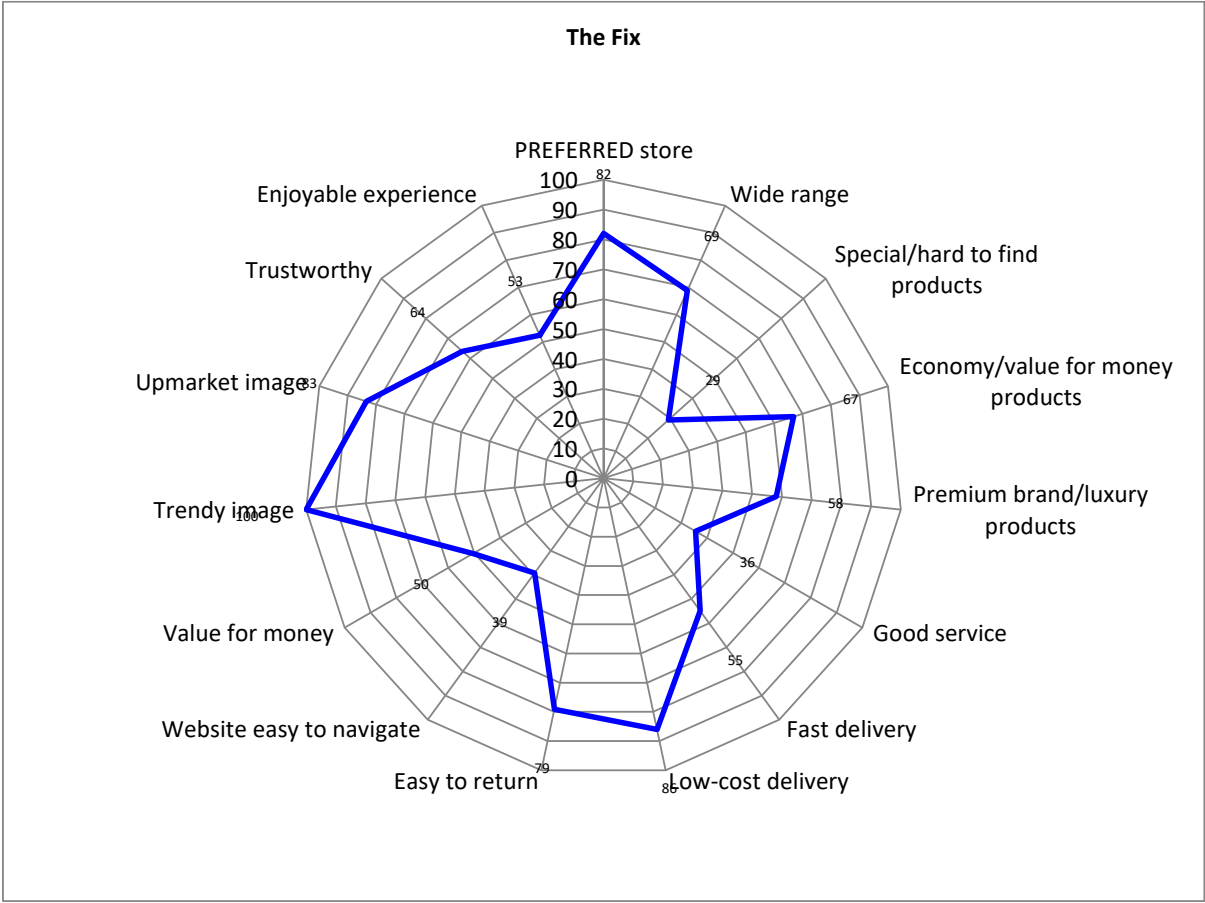
This brand's signature attributes are TRENDY IMAGE, LOW-COST DELIVERY and ENJOYABLE EXPERIENCE. This brand however is not known for WIDE RANGE.



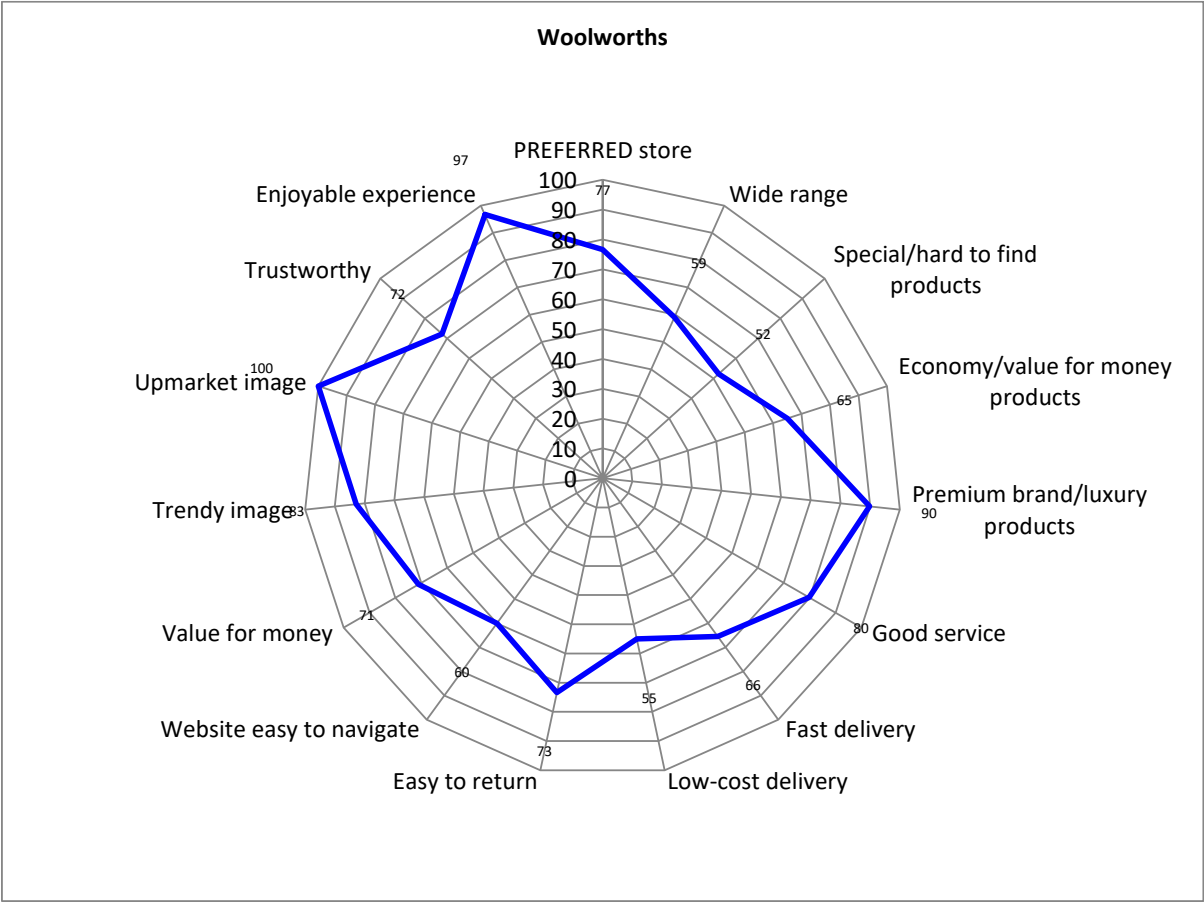
This brand's signature attributes are LOW-COST DELIVERY, FAST DELIVERY and PREFERRED STORE. This brand however is not known for PREMIUM BRAND/LUXURY PRODUCTS.



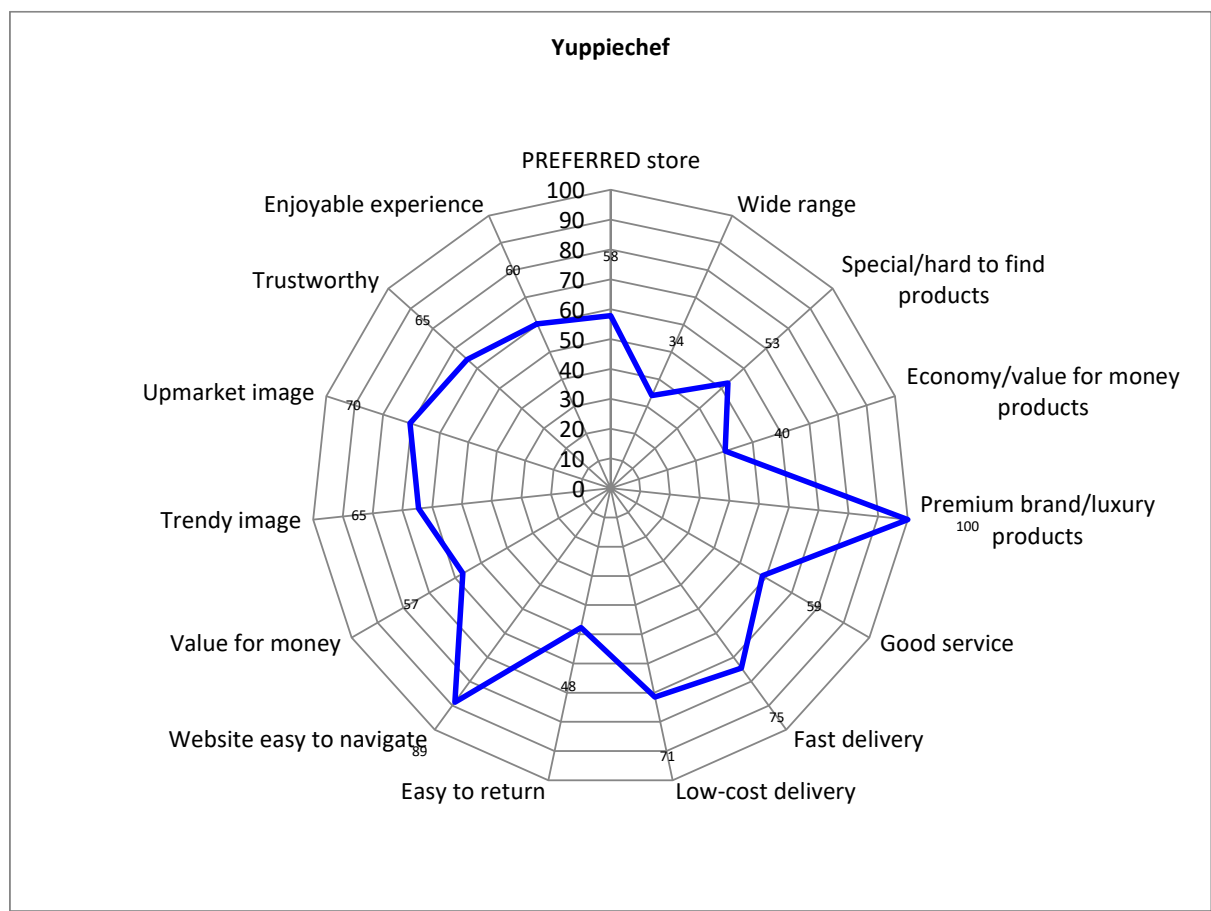
This brand's signature attributes are TRENDY IMAGE, LOW-COST DELIVERY and UPMARKET IMAGE. This brand however is not known for SPECIAL/HARD TO FIND PRODUCTS.



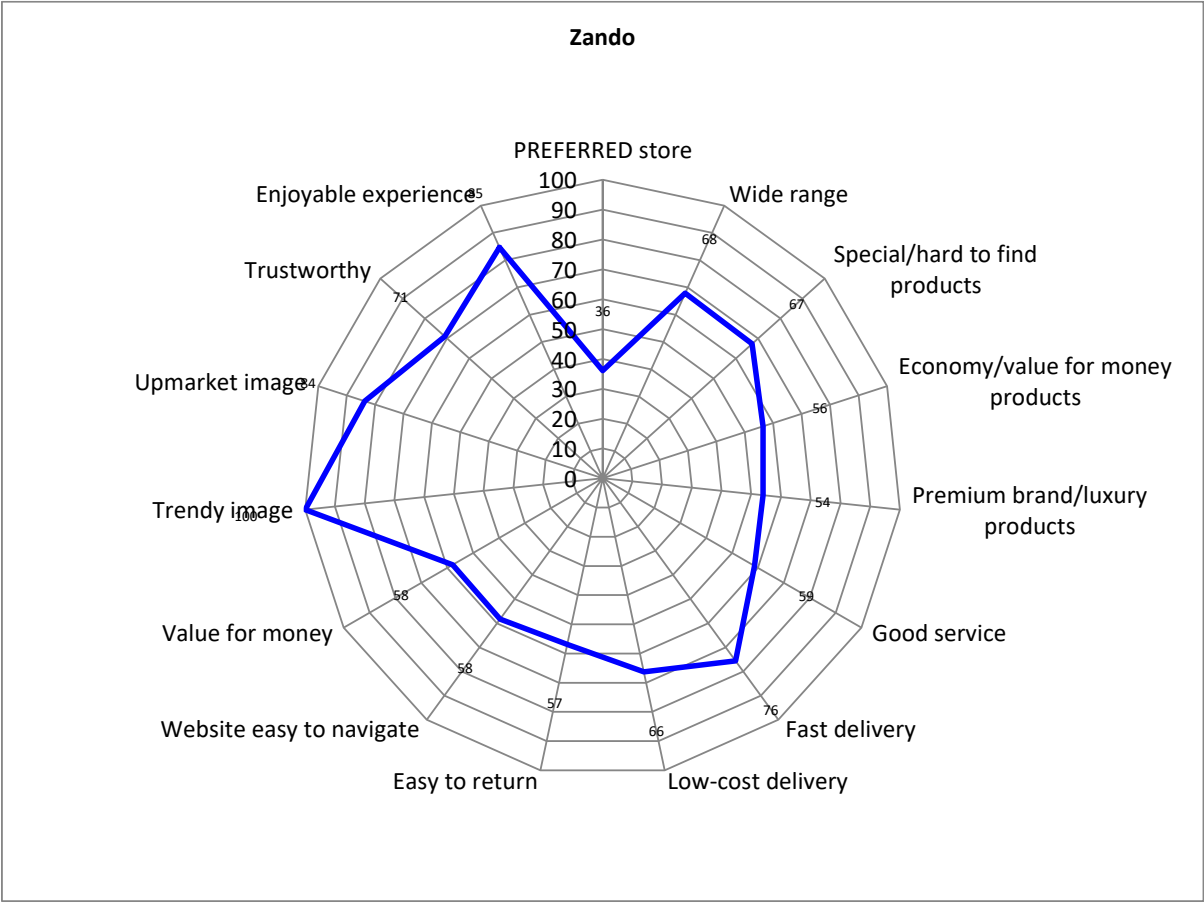
This brand's signature attributes are UPMARKET IMAGE, ENJOYABLE EXPERIENCE and PREMIUM BRAND/LUXURY PRODUCTS. This brand however is not known for SPECIAL/HARD TO FIND PRODUCTS.



This brand's signature attributes are PREMIUM BRAND/LUXURY PRODUCTS, WEBSITE EASY TO NAVIGATE and FAST DELIVERY. This brand however is not known for WIDE RANGE.

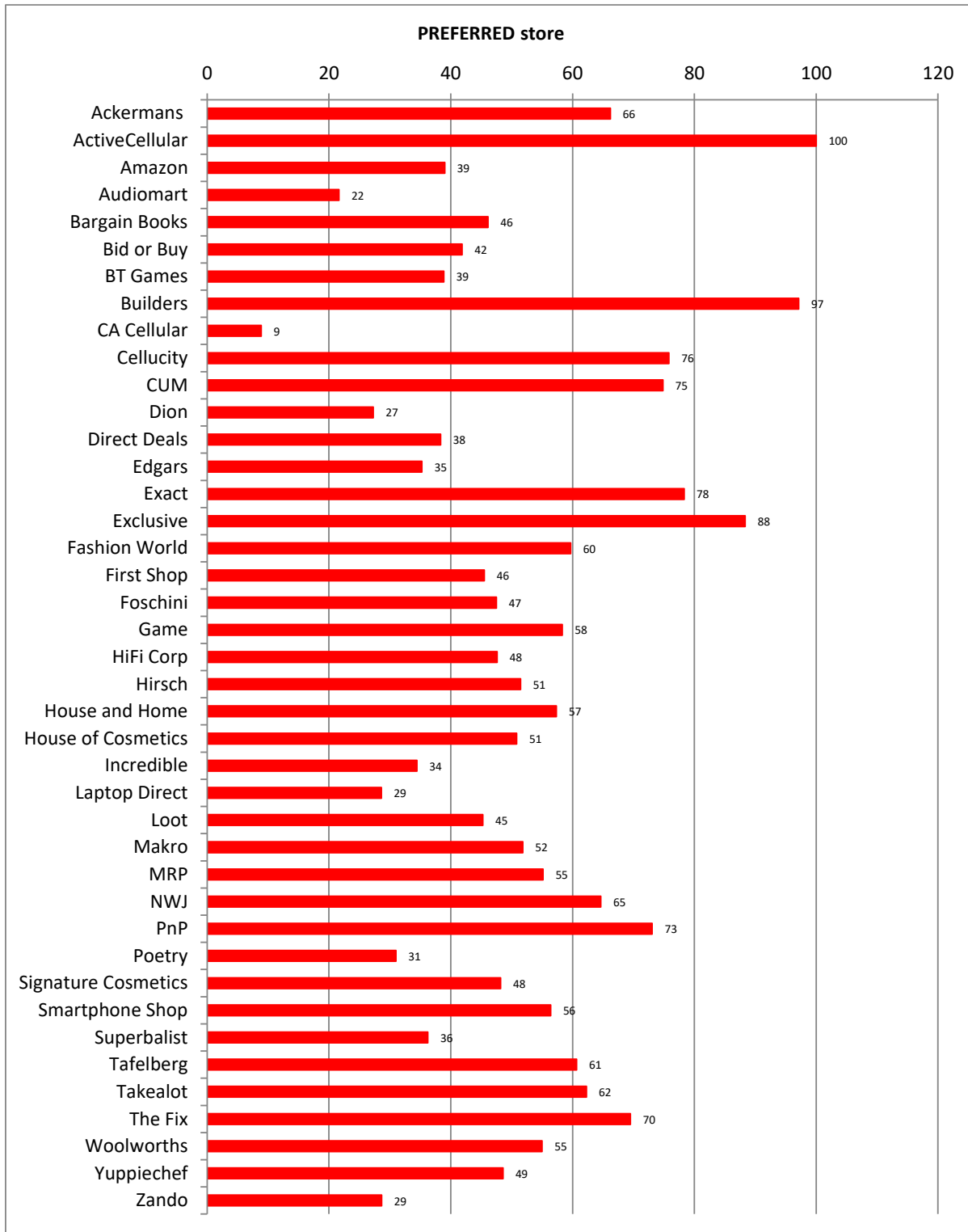


This brand's signature attributes are TRENDY IMAGE, ENJOYABLE EXPERIENCE and UPMARKET IMAGE. This brand however is not known for PREFERRED STORE.

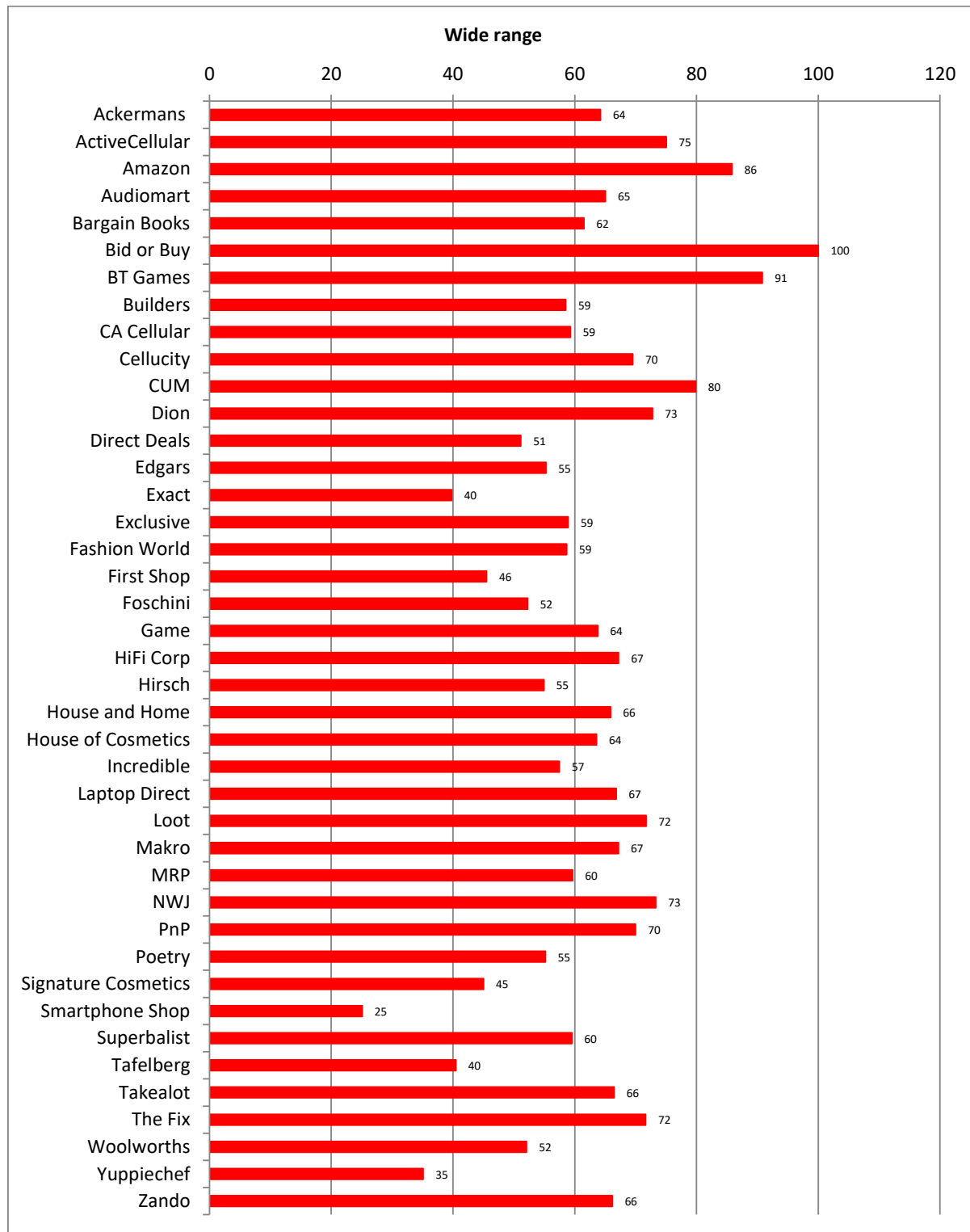


BRAND PERFORMANCE PER ATTRIBUTE CHARTS

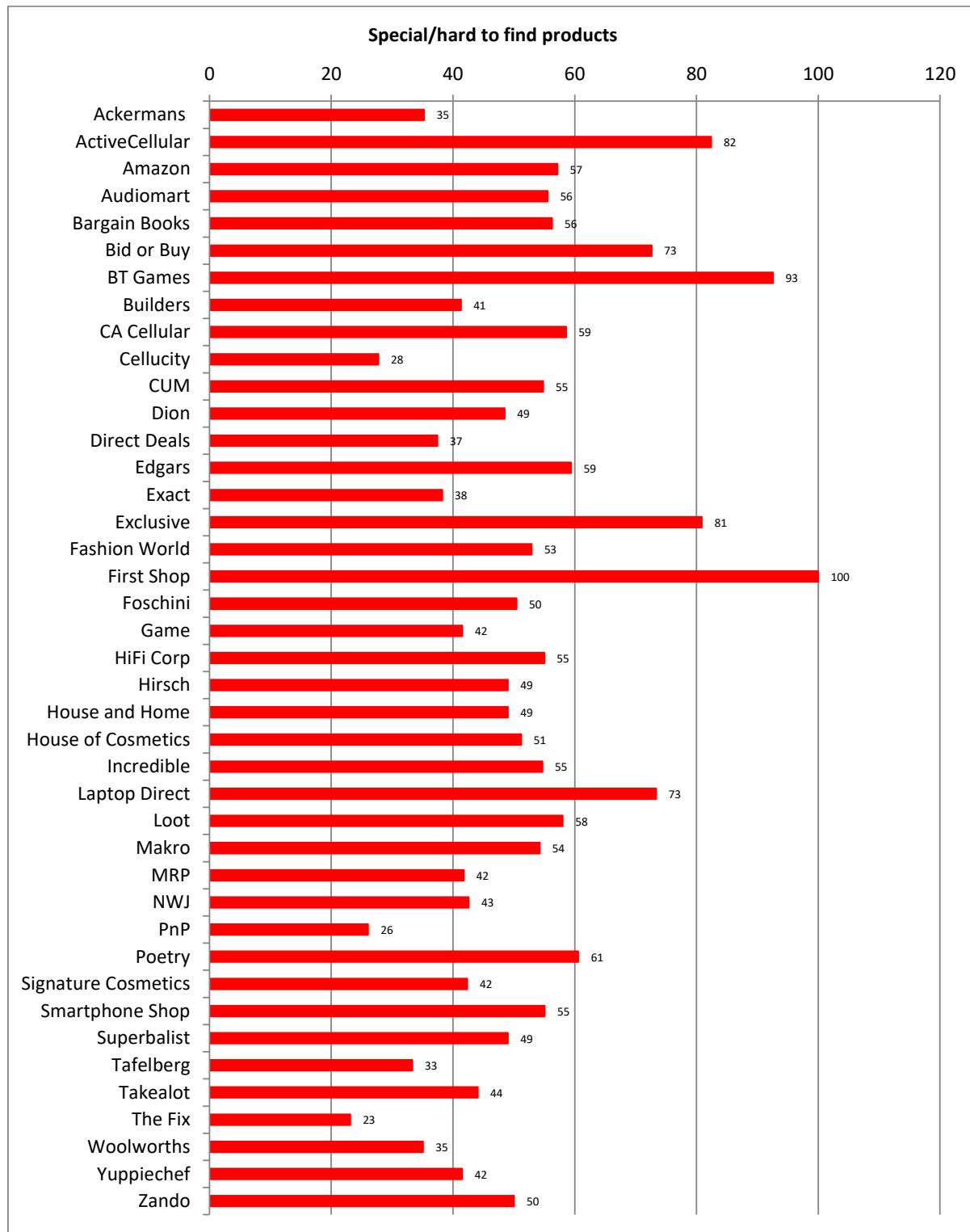
ActiveCellular was ranked first; followed by Builders and Exclusive. CA Cellular was ranked last and are therefore not strongly positioned in this area.



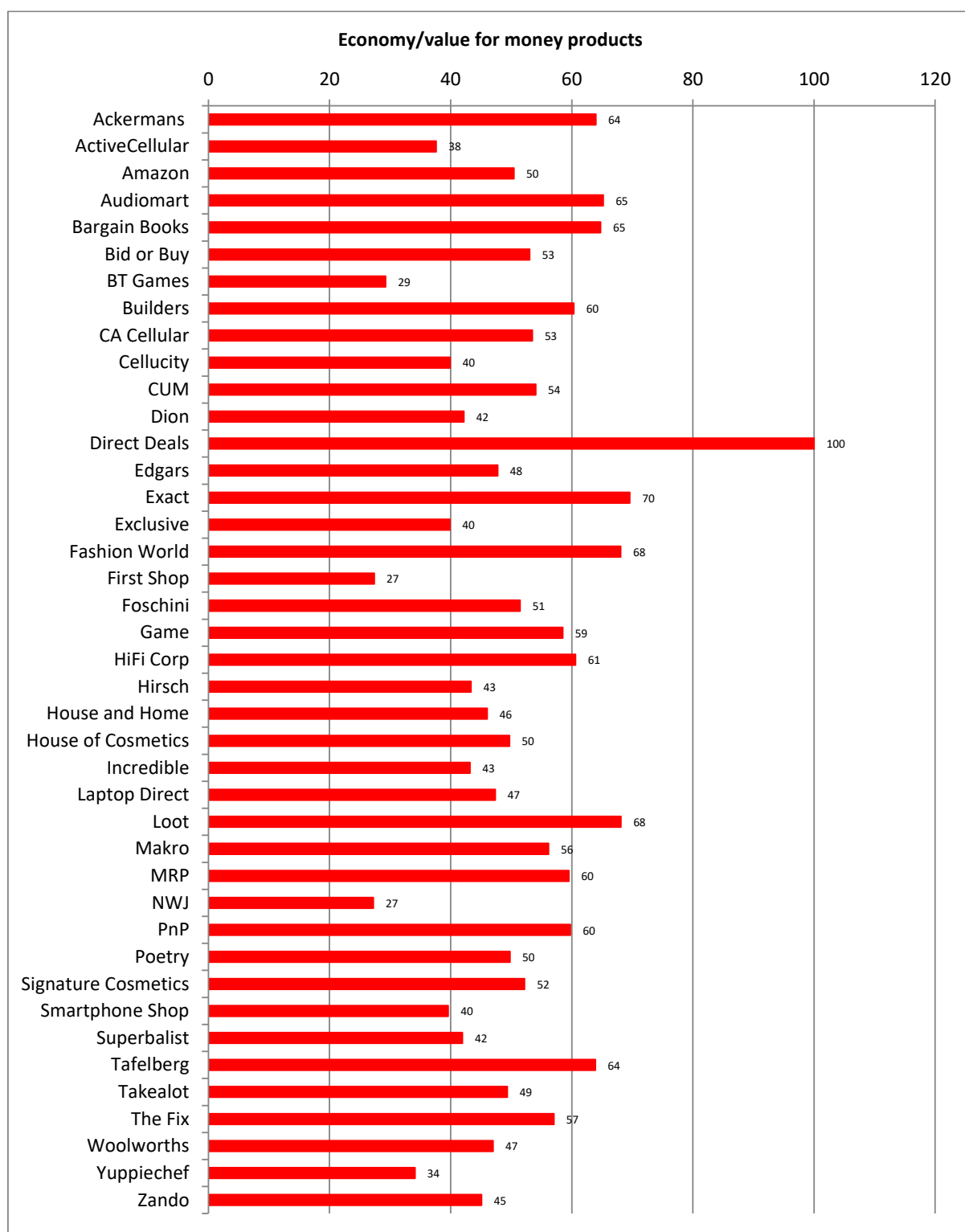
Bid or Buy was ranked first; followed by BT Games and Amazon. Smartphone Shop was ranked last and are therefore not strongly positioned in this area.



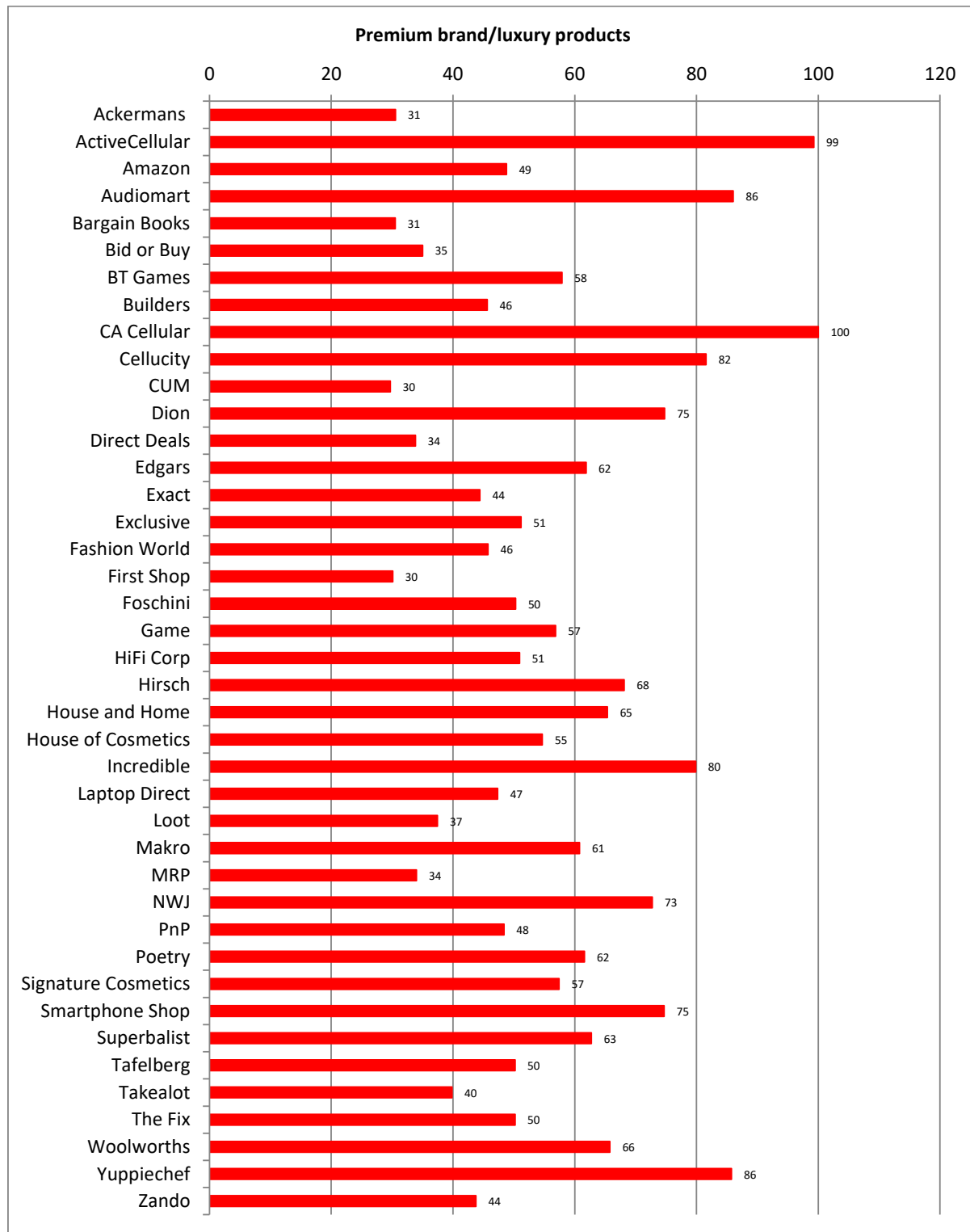
First Shop was ranked first; followed by BT Games and ActiveCellular. The Fix was ranked last and are therefore not strongly positioned in this area.



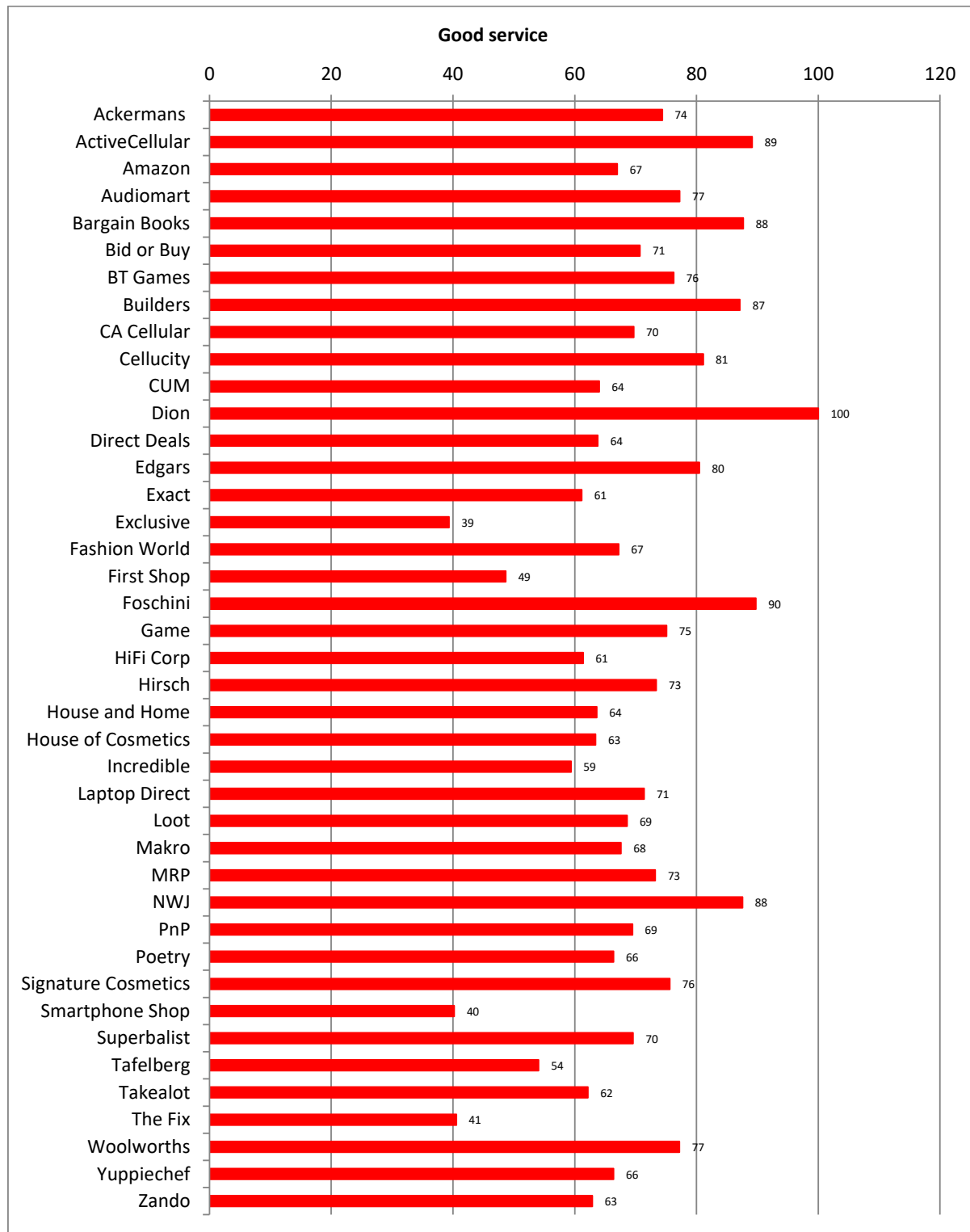
Direct Deals was ranked first; followed by Exact and Loot. NWJ was ranked last and are therefore not strongly positioned in this area.



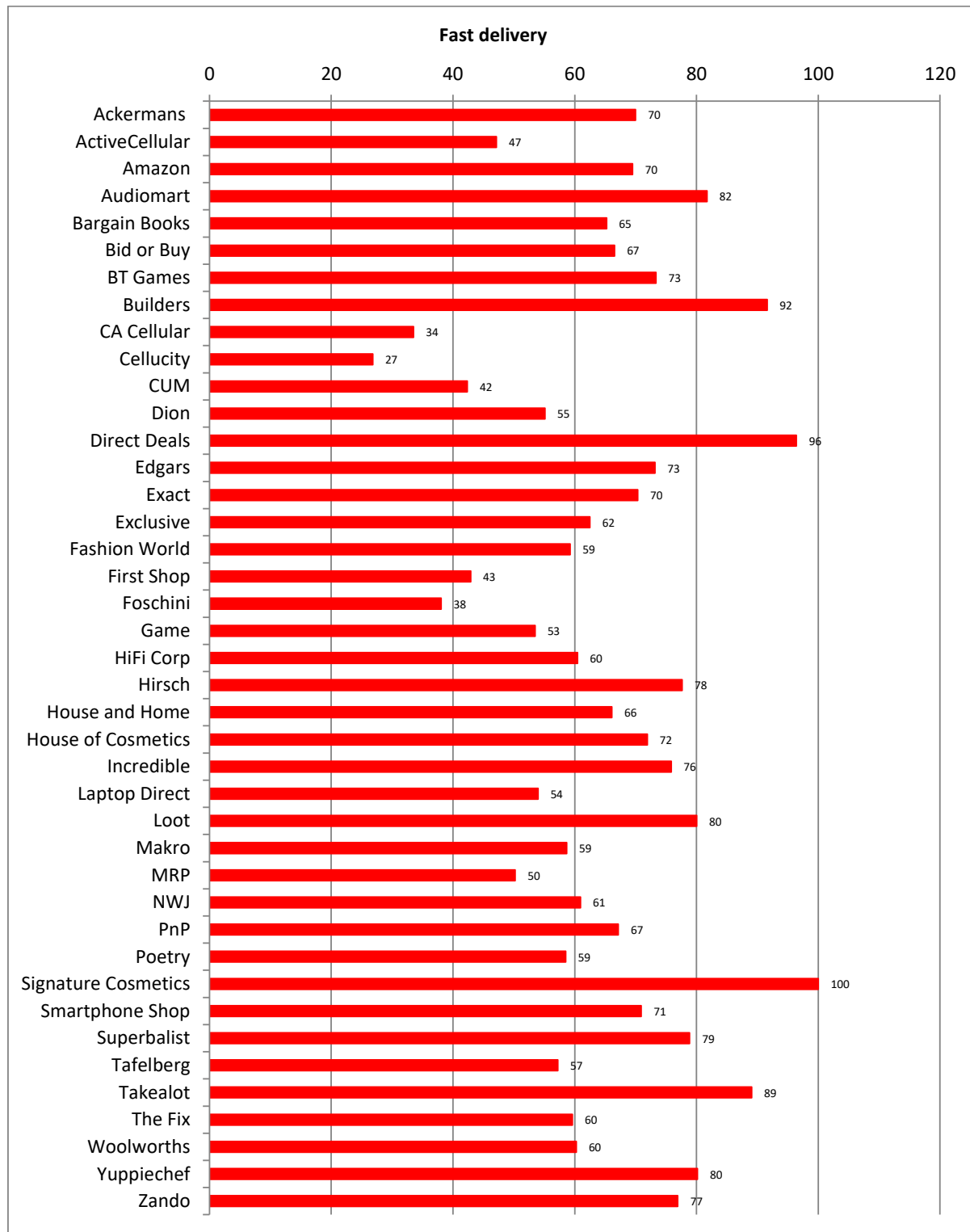
CA Cellular was ranked first; followed by ActiveCellular and Audiomart. CUM was ranked last and are therefore not strongly positioned in this area.



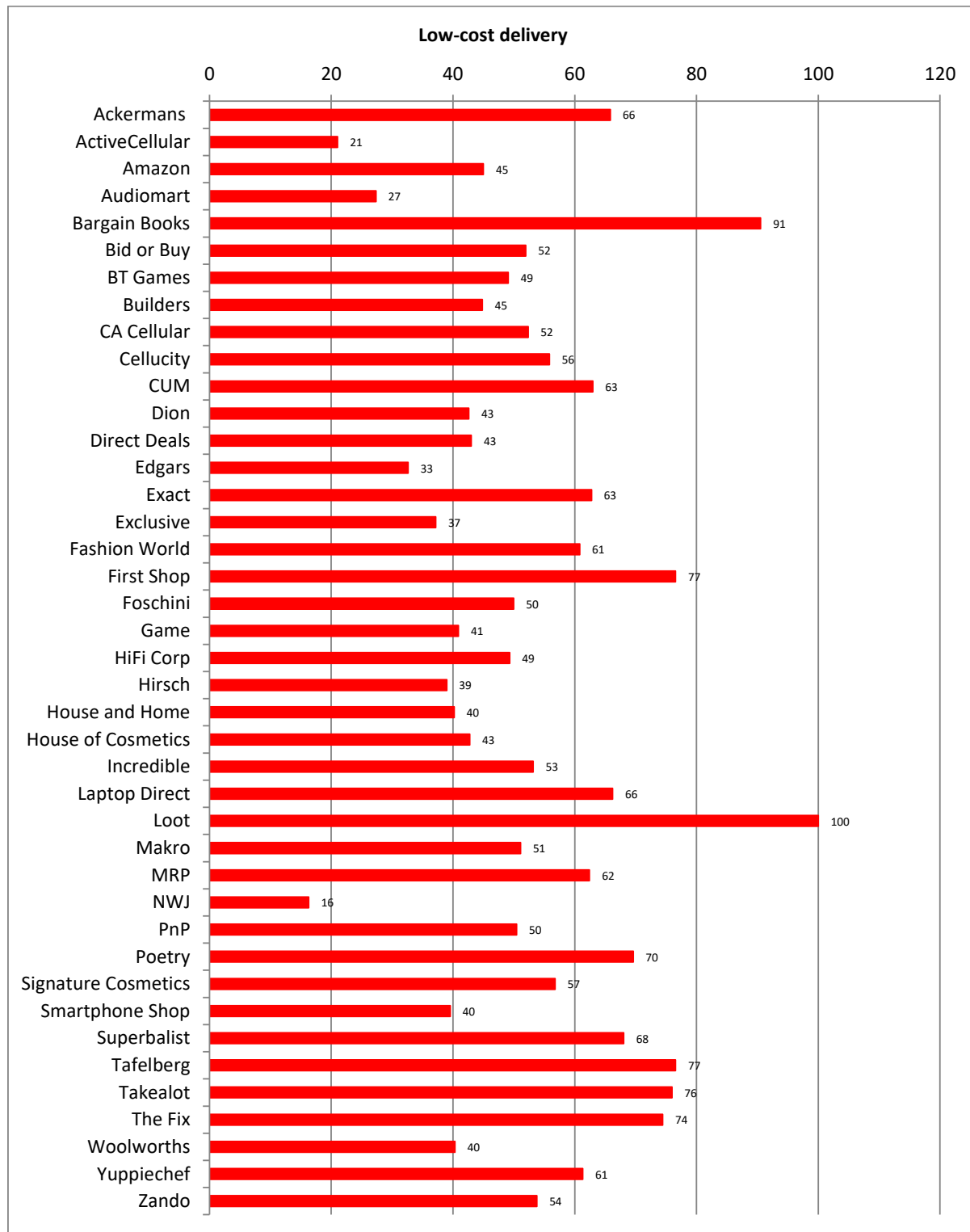
Dion was ranked first; followed by Foschini and ActiveCellular. Exclusive was ranked last and are therefore not strongly positioned in this area.



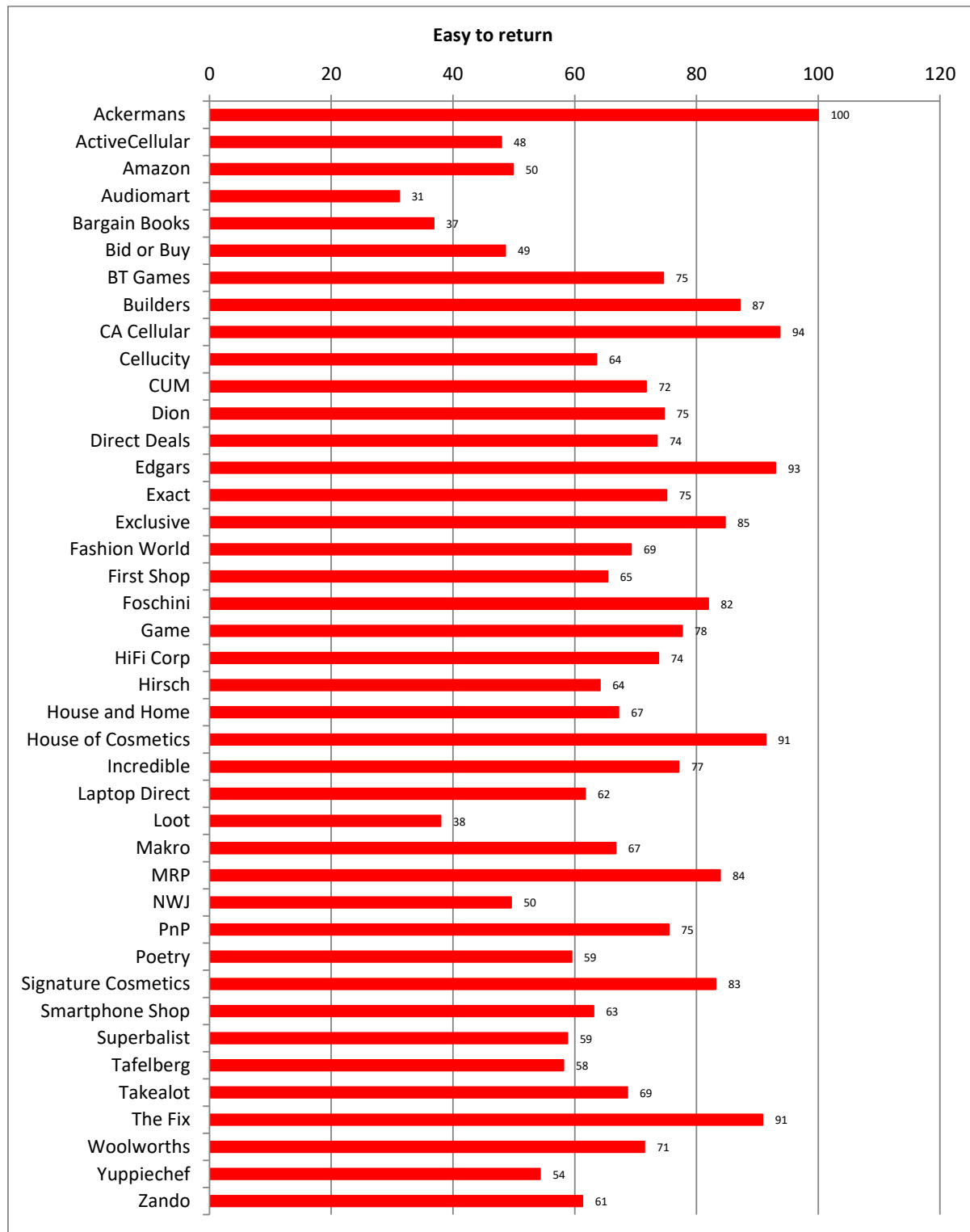
Signature Cosmetics was ranked first; followed by Direct Deals and Builders. Cellucity was ranked last and are therefore not strongly positioned in this area.



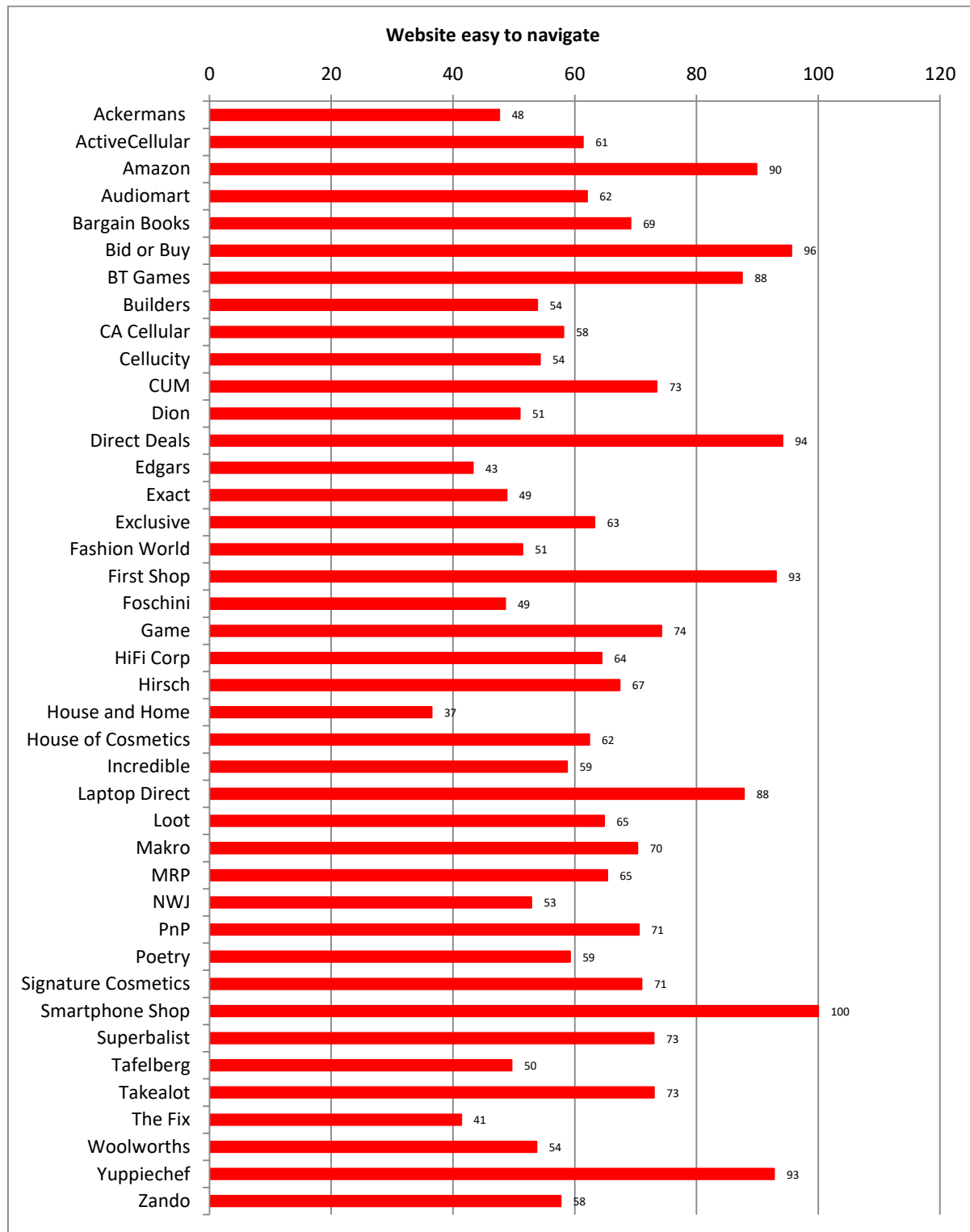
Loot was ranked first (their free minimum is R100 below Takealot's at the time of writing); followed by Bargain Books and First Shop/Tafelberg. NWJ was ranked last and are therefore not strongly positioned in this area.



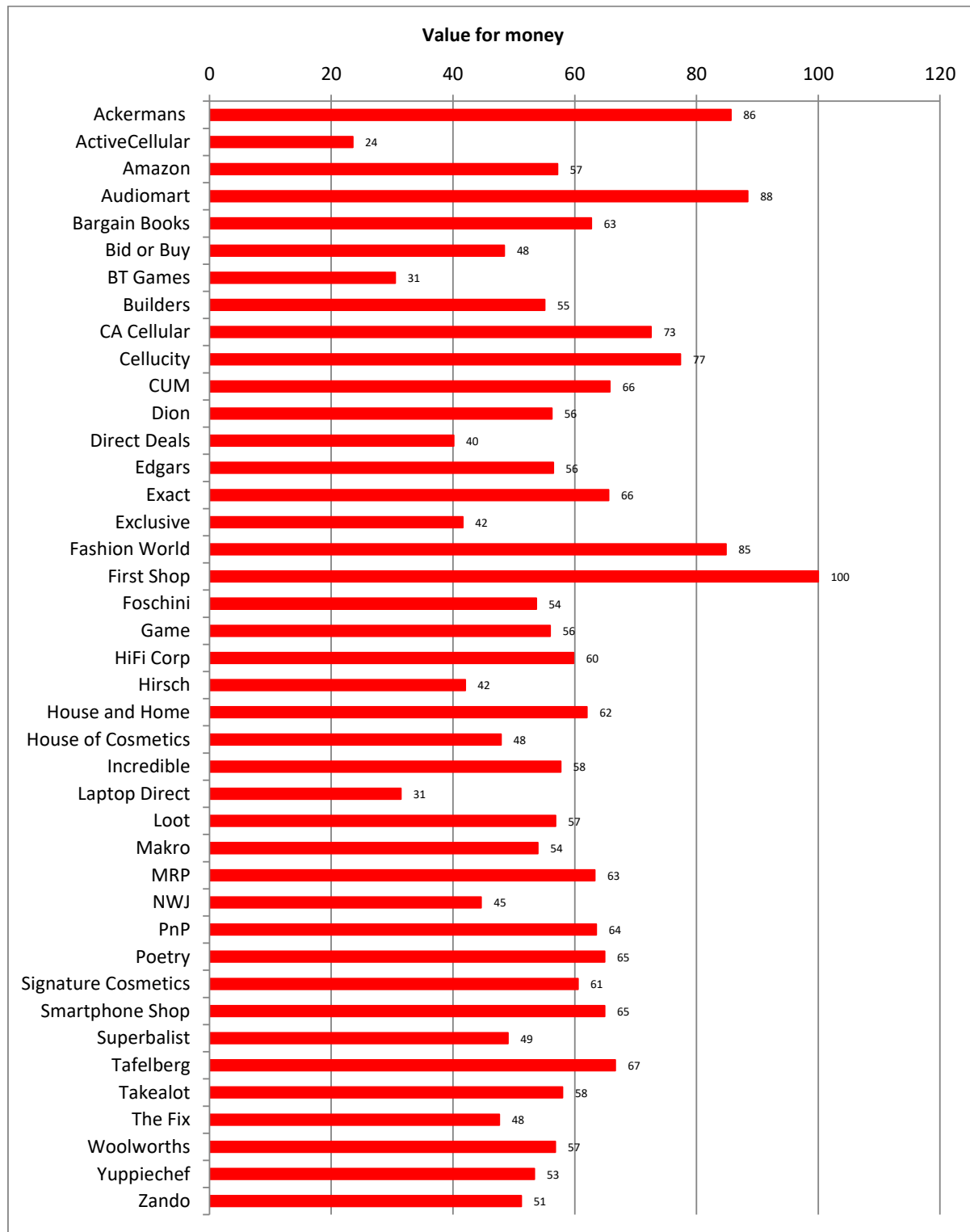
Ackermans was ranked first; followed by CA Cellular and Edgars. Audiomart was ranked last and are therefore not strongly positioned in this area.



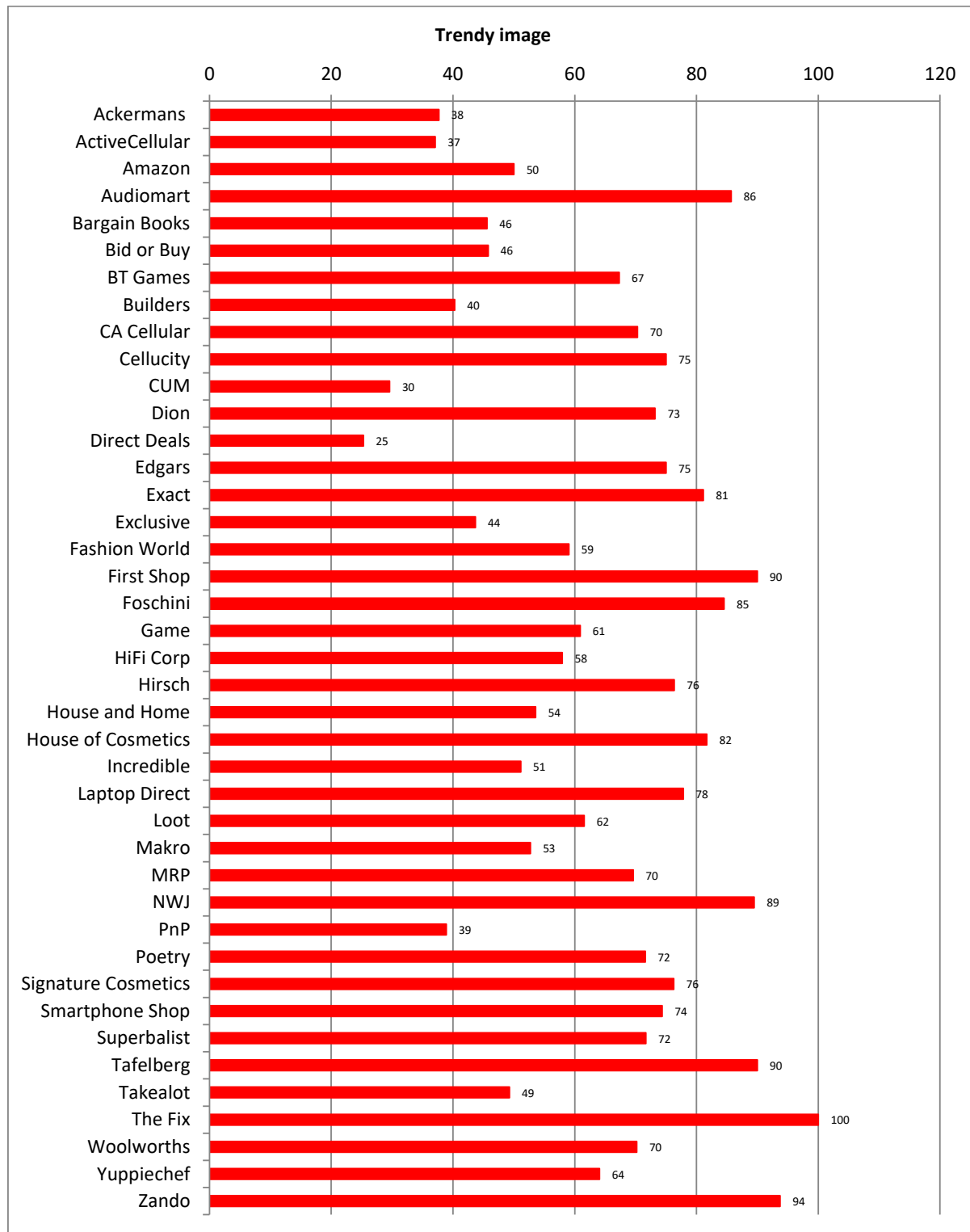
Smartphone Shop was ranked first; followed by Bid or Buy and Direct Deals. House and Home was ranked last and are therefore not strongly positioned in this area.



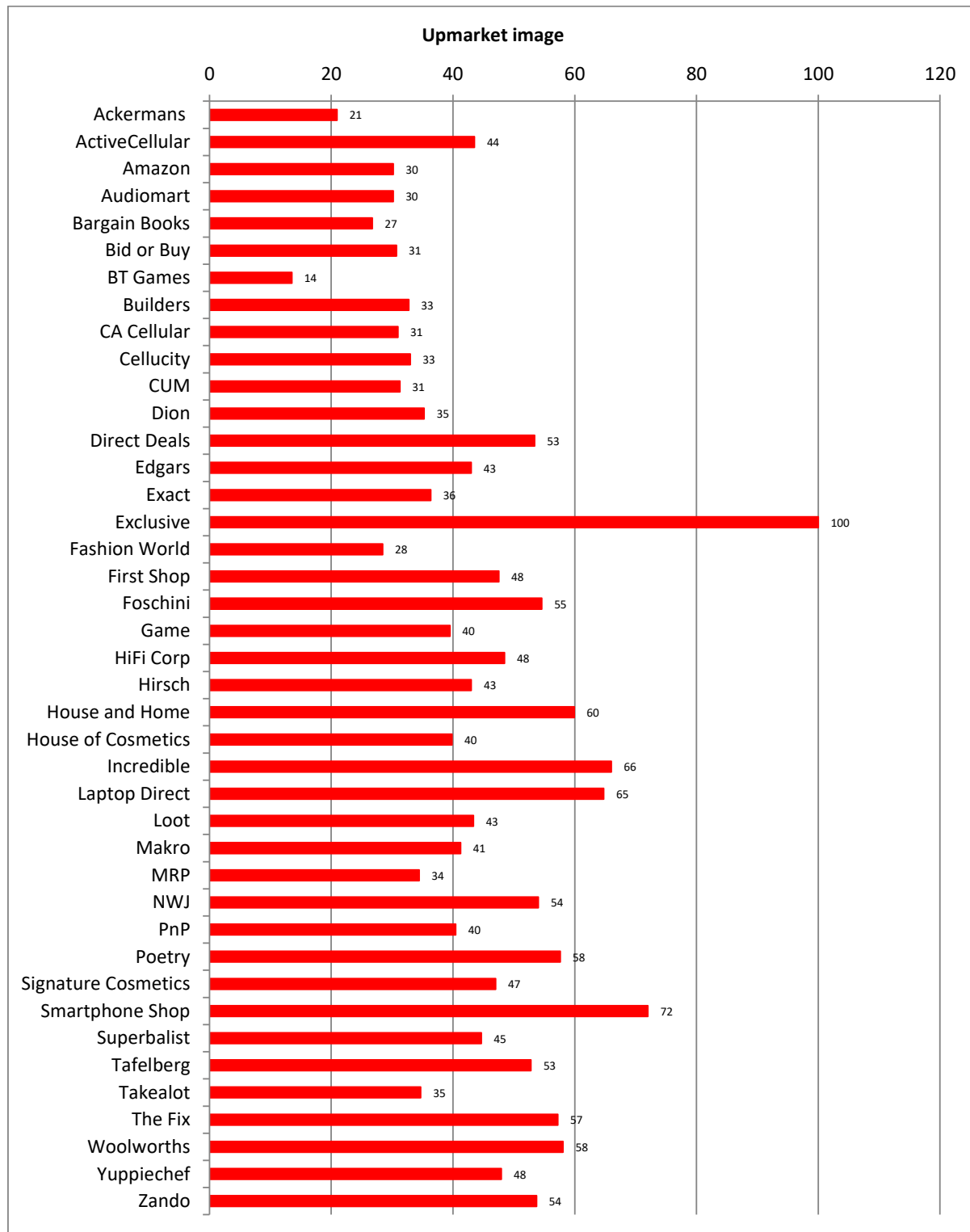
First Shop was ranked first; followed by Audiomart and Ackermans . ActiveCellular was ranked last and are therefore not strongly positioned in this area.



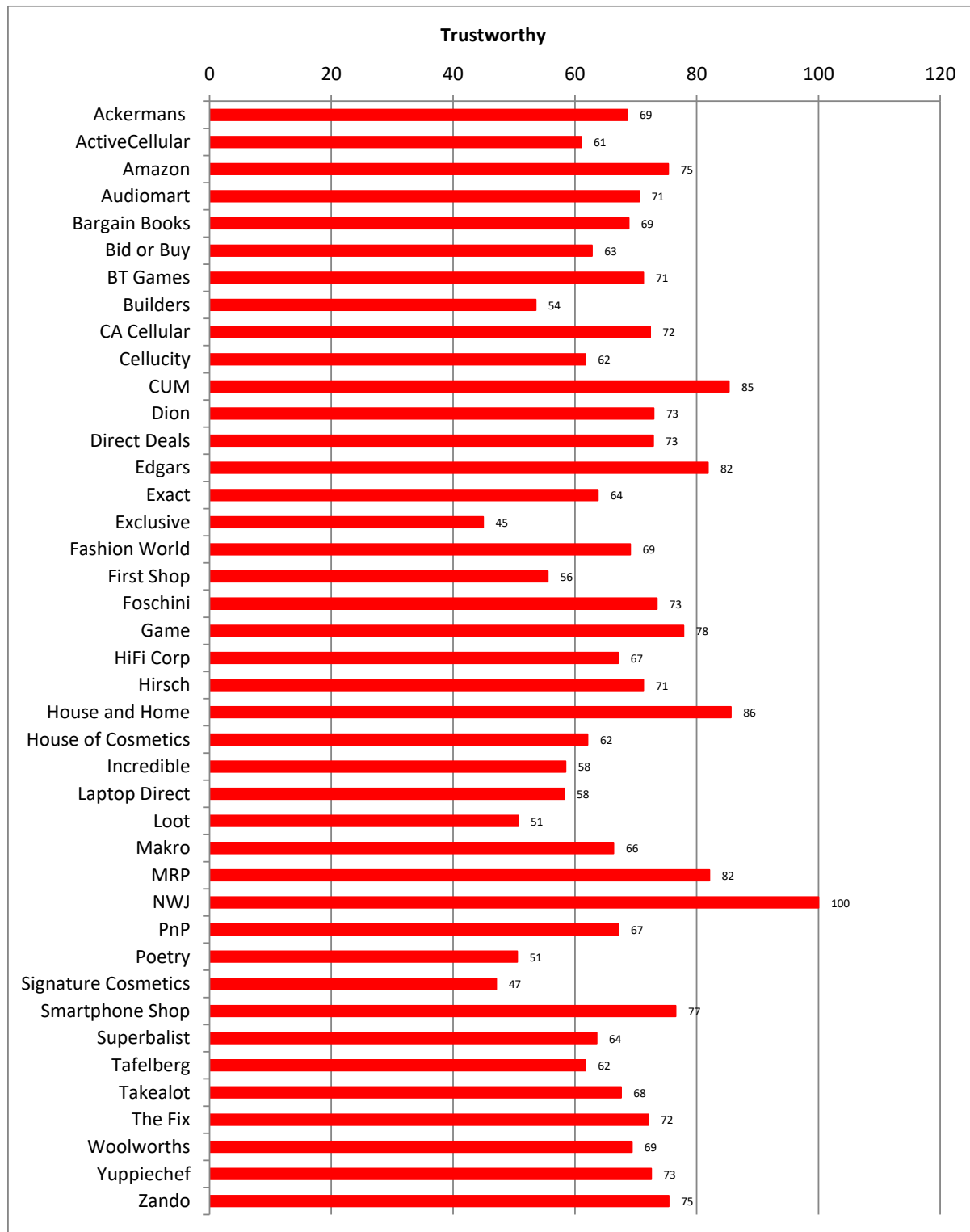
The Fix was ranked first; followed by Zando and Tafelberg. Direct Deals was ranked last and are therefore not strongly positioned in this area.



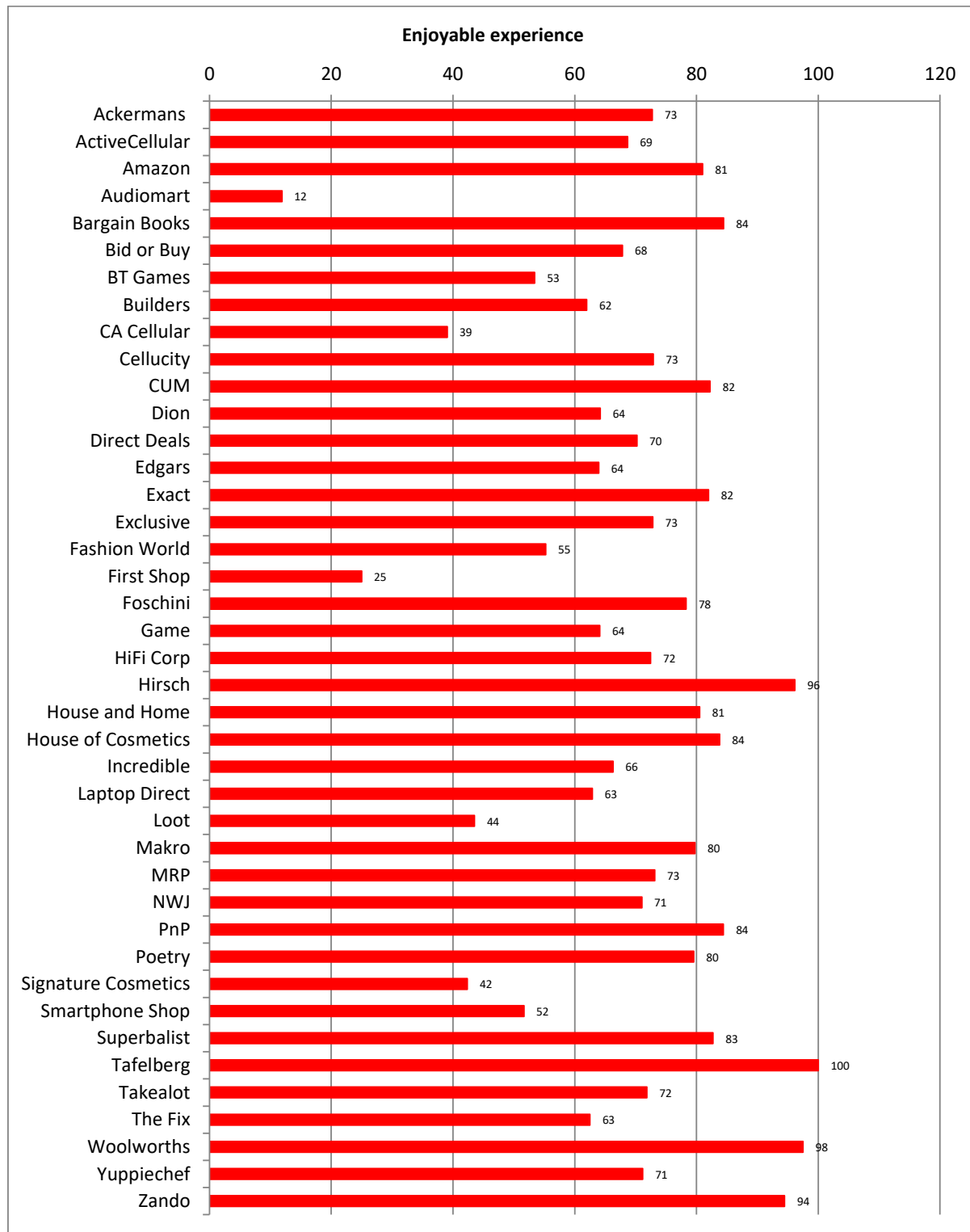
Exclusive was ranked first; followed by Smartphone Shop and Incredible. BT Games was ranked last and are therefore not strongly positioned in this area.



NWJ was ranked first; followed by House and Home and CUM. Exclusive was ranked last and are therefore not strongly positioned in this area.



Tafelberg was ranked first; followed by Woolworths and Hirsch. Audiomart was ranked last and are therefore not strongly positioned in this area.



CHANNEL PREFERENCES, PROBLEMS ENCOUNTERED AND PAYMENT MECHANISMS ABLE TO USE

Email is preferred to WhatsApp and other channels. This may be due to: 1.) lower interaction expectation – send and view later; 2.) more suitable for detailed correspondence; 3.) works on laptops / desktops in addition to phones / tablets; 4.) compatibility with ticket systems and 5.) long term storage doesn't require special setup.

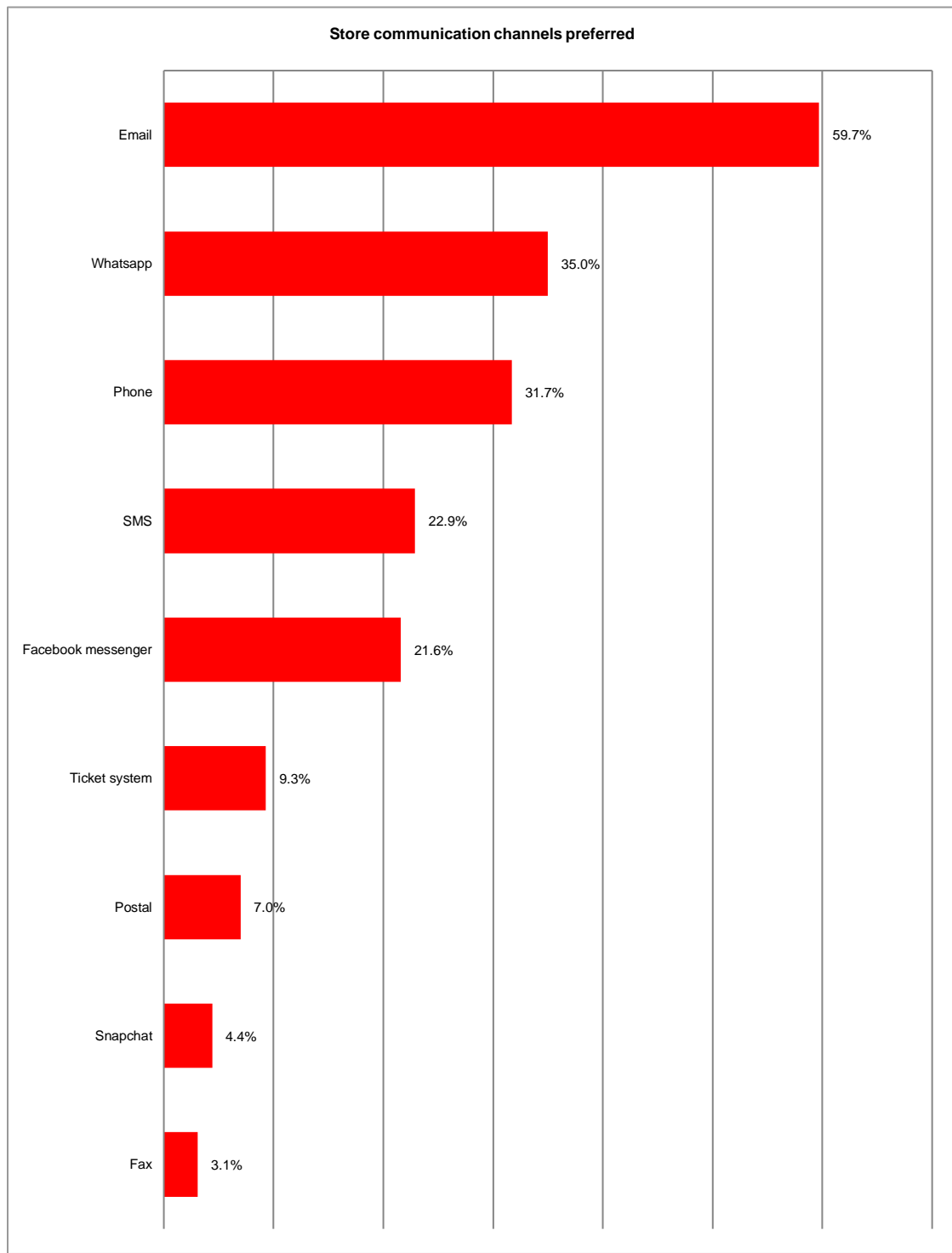


Table 7: Store communication channels preferred

Most did not experience problems when ordering. However this does differ by demographic (refer to the appendix). No delivering on time is the most frequently experienced issue, followed by a slow website and payment issues.

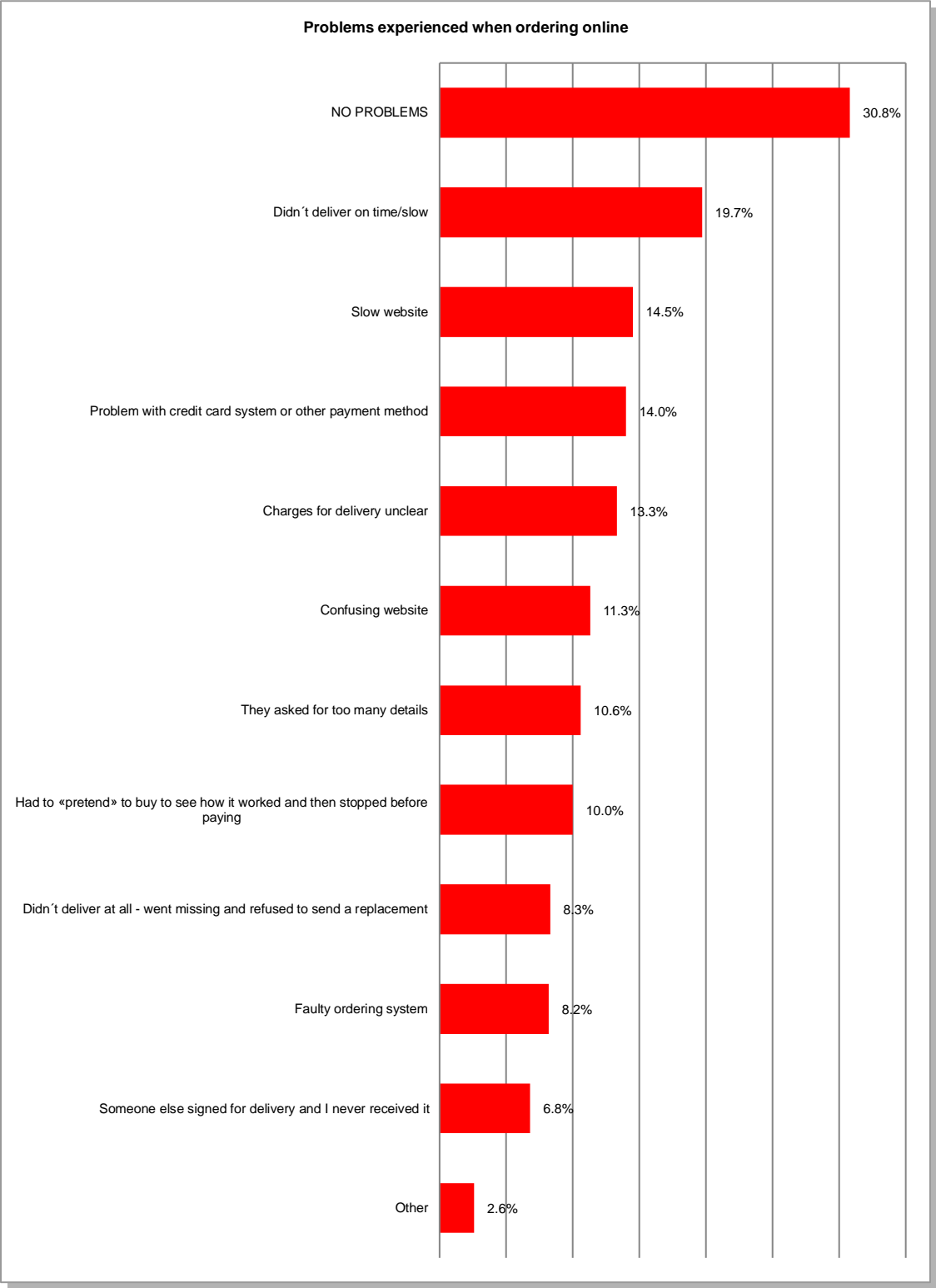


Table 8: Problems experienced when ordering online

EFT is the payment mechanism that respondents are most often able to use, followed by credit / cheque cards and PayPal.

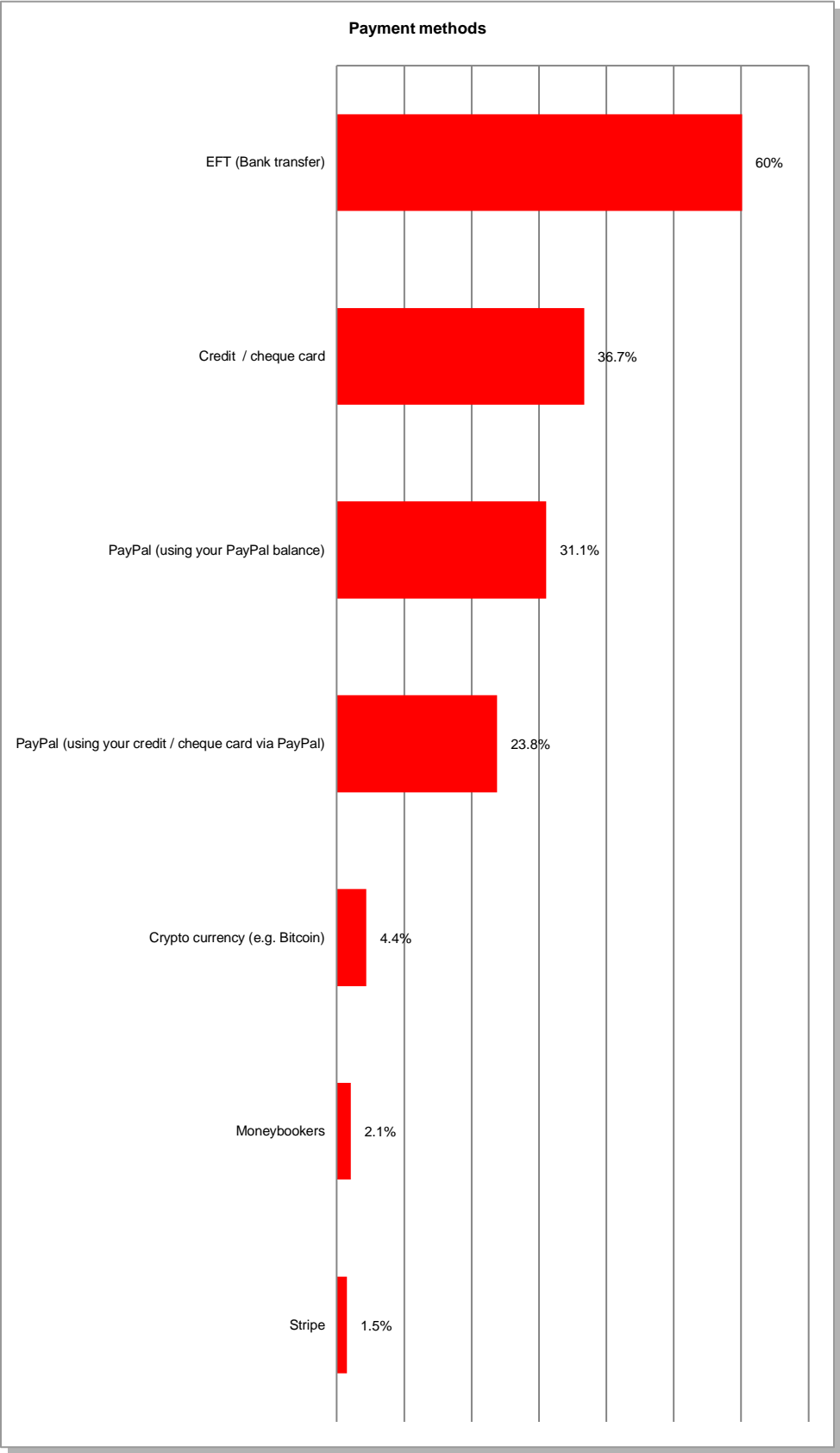


Table 9: Payment mechanisms able to use online

APPENDIX: AVERAGES BY DEMOGRAPHICS

AVERAGE PURCHASE FREQUENCY BY DEMOGRAPHICS – LAST 12 MONTHS

Cellular and clothing/shoes/fashion have significant differences in average purchase frequency across demographics. For instance, 15-29 year olds purchase significantly more frequently than those in the 30-49 age group.

	Totals	Age			Gender		Ethnicity		Household			We		Education	
Average purchase frequency - last 12 months	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Arts & crafts	2.6	4.4	1.9	1.1	2.4	2.9	2.9	2.4	1.7	0.7	3.3	2.1	5.2	2.5	2.9
Audio entertainment devices (e.g. iPod, Hi-Fi)	2.7	3.8	1.6		1.6	3.2	3	2.1	4.5	1.5	2.9	2.5	4.3	2.5	3.9
Books (paper)	2.8	3.2	2.4	3.2	1.9	4.2	2.7	2.9	4.4	2.4	2.5	2.5	3.9	2.6	3.3
Books (electronic - i.e. eBooks)	7	7.9	5.5	9.2	4.6	10.5	3.3	15.3	6	2.3	10.4	3.5	24.3	5.2	15.9
Camping/hiking products	2.1	3.1	1.5	1.3	2.3	2	2.5	1.5	6.8	1.7	1.8	1.7	3.3	1.8	3.1
Cell phones/smartphones	1.6	2.1	1.3	1.7	1.1	2.3	1.7	1.4	2.4	1.3	1.6	1.3	2.4	1.7	1.5
Clothing/shoes/fashion accessories (excl. watches)	4.6	6.4	2.6	4.6	3.2	8.1	5.6	2.9	7.9	2.9	4.5	3	9.6	4.7	4.4
Computer - PC/laptop	1.8	2.4	1.1	1.9	1.4	2.1	2	1	3.7	0.8	1.6	1.3	2.9	1.3	4.2
Computer peripheral	2.2	3.4	1.3	3.2	1.9	2.3	2.6	1.7	4	1	2.6	1.9	4	1.7	4.1
Cosmetics	3.4	5.8	1.7	2.2	3.1	4.5	4.5	2	5.3	3.2	3.1	2.5	6.9	3.2	3.7
DIY/home improvement	3.5	6.3	1.4	3	3.5	3.5	4.4	2.6	10.7	1	2.4	2.2	11.4	2.3	7.2
Electronic goods not listed elsewhere	3.2	5.3	1.6	2	2.9	3.4	3.5	2.8	6	1.5	3.1	2	9.4	2.1	7.3
Entertainment physical (e.g. DVDs, CDs)	10.1	24.2	2	15.1	17.3	4.7	15.5	4.4	41.1	4.9	2.9	3.5	80.4	3	25.8
Entertainment digital (e.g. digital video/music download)	10.5	9.1	13		9	11.7	8.2	21	6.8	8.8	12.5	7.6	28.3	8.2	18.7
E-reader (e.g. Kindle)	2.3	3.9	1.3		2.6	1.9	2.9	0.4	9.2	1.6	1.1	1.3	6.7	1.3	17
Flowers/flower accessories	2.6	3.7	2	3.2	2.2	3.2	2.9	2	8.3	0.9	2.3	1.9	5.1	2.4	3.7
Furniture - indoors and garden furniture	2.8	4.9	1.2		2.8	2.7	3.3	1.1	12.5	1.1	2	1.8	5.8	2.1	9.1
Groceries	6.5	10.2	4.6	3.7	4.5	9.8	8.7	3.6	12.7	4.6	5.8	4.2	15	5.9	8.3
Homeware (excl. kitchen)	2.1	3.9	1	5.9	1.1	3.3	2.6	1.6	1.5	1.7	2.5	2.2	1.2	1.8	5.3
Hotels/vacation packages	2	2.8	1.3	3.2	1.2	3.3	2.1	1.6	1.9	0.9	2.5	1.8	2.9	2.1	1.4
Jewelry (excl. watches)	2.2	3.4	0.9	1.2	1.6	3.1	2.6	1.4	2.6	1.8	2.3	1.8	3.6	1.9	3.2
Kitchenware	1.6	2.3	1.3	2.2	1	2.6	1.7	1.5	2.6	1.1	1.5	1.6	1.6	1.5	2
Security (e.g. alarms, safes, pepper spray)	2.2	2.9	1.9	1.3	1	2.4	2.4	1	6.5	0.7	2.1	2.3	0.7	1.8	6.5
Software for a laptop/PC	6.7	12.8	1.6	4	1.3	10.1	3.5	13	4.8	2.7	8.3	2.5	42.2	2.3	21.1
Sporting goods	4.3	10.3	1.5	1.6	0.8	5.4	5.9	1	16.3	1.9	2.6	2	18.9	4.8	0.9
Tablet (e.g. iPad)	1.7	1.6	1.8	0.7	1	2.1	1.5	2.6	3	0.7	1.5	1.4	2.5	1.6	2.5
Toys for children/babies	3.1	3.1	2.7	6.2	3.2	2.7	2.7	3.5	4.4	1.5	3.9	2.9	3.8	2.7	3.8
TV or projector	1.2	1.2	1.2		0.7	1.5	1	1.9	0.8	0.6	1.4	0.9	2.6	1	1.9
Vape / e-cigarette	2.2	2.1	2.4	1.2	2	2.3	1.9	2.6	0.6	0.9	3	2.2	2.2	2.2	2.2
Watches	2.3	3.4	1.8	1.7	1.3	3.2	2.9	1.2	5.9	1.5	1.7	1.8	4.2	2	3.1
Other	4.4	5.5	3.7	5.8	4.9	3.6		4.4	8.5	2.6	3.5	3.5	11.3	3.5	5

Table 10: Product category purchase frequency by demographic

AVERAGE ONLINE SPEND PER PRODUCT BY DEMOGRAPHICS – 12 MONTHS

Amongst males who buy clothes/shoes/fashion accessories online (a smaller percentage than females), average spend is significantly higher than females. Those in towns/rural areas average spend is significantly higher than those in cities or suburbs.

Average spend per product - last 12 months	Totals	Age			Gender		Ethnicity		Household			We		Education	
	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Arts & crafts	708.6	1,495.80	401.6	176.5	560	926.6	805.7	642.4	159.1	585.1	836.1	649.4	1,014.60	760.8	600
Audio entertainment devices (e.g. iPod, Hi-Fi)	2,079.10	2,736.10	1,340.00		729.8	2,641.30	2,063.70	2,122.00	1,750.90	757.9	2,860.90	2,210.80	1,091.70	2,244.40	1,120.80
Books (paper)	403.1	581.9	256	518.5	356.5	484.8	421.9	375	342.9	372.6	444.7	292.6	799.1	345.4	557.1
Books (electronic - i.e. eBooks)	420.2	409	127.5	1,948.90	219.3	713.2	342.1	598.1	205.8	203.1	603	451.3	268	463.8	206.5
Camping/hiking products	617.8	880.5	486.8	89.2	592.8	639.6	656	560.4	681	650.7	598.3	577.5	728.5	594.2	682.6
Cell phones/smartphones	3,115.30	3,759.90	2,537.70	3,599.70	2,929.70	3,356.50	2,985.70	3,456.30	1,510.20	2,619.00	3,781.30	2,781.00	3,829.40	2,774.40	4,244.50
Clothing/shoes/fashion accessories (excl. watches)	2,746.90	3,402.60	2,007.90	3,106.40	1,434.10	6,152.20	3,380.60	1,724.40	5,594.70	1,435.80	2,680.40	1,589.30	6,520.00	3,251.00	1,870.80
Computer - PC/laptop	4,761.20	4,418.10	5,131.70	4,171.00	2,328.30	7,381.30	4,841.40	4,480.60	2,628.10	3,271.10	6,245.30	4,455.90	5,554.90	4,386.80	6,913.90
Computer peripheral	1,740.70	3,171.90	548.5	3,166.50	3,143.60	1,214.60	2,374.00	826	1,194.60	815.6	2,322.90	1,465.10	3,486.50	1,125.20	3,833.50
Cosmetics	558.7	632.8	409.6	933.7	448.8	998.4	717.7	358.8	1,100.00	348.6	571.6	509.8	754.3	525.7	614.7
DIY/home improvement	985.2	1,056.50	369	2,792.10	768.7	1,375.10	1,130.30	817.8	170.3	216	1,576.50	950.4	1,194.10	827.9	1,457.20
Electronic goods not listed elsewhere															
Entertainment physical (e.g. DVDs, CDs)	2,386.50	1,523.30	2,326.00	7,064.90	894	3,452.50	3,032.10	1,482.50	481.6	1,791.70	3,185.60	2,623.70	1,200.40	2,791.20	848.4
Entertainment digital (e.g. digital video/music download)	645.4	1,498.50	245.7	315.7	729.9	582	782.1	500.7	240.4	606.7	815.7	684.3	231.1	431.5	1,112.30
E-reader (e.g. Kindle)	509.7	559.6	423.7		399.5	599.5	451.9	766.3	296.1	483.6	589.5	488.3	637.7	518.5	479.3
Flowers/flower accessories	2,011.10	241.8	3,072.60		342.5	4,156.30	2,516.90	493.6	134.3	408	3,318.70	2,312.50	705	2,136.70	126
Furniture - indoors and garden furniture	387	292.9	414.7	791.6	260.2	560	427.8	310	137.2	166.4	530.4	209.8	977.9	381.8	409
Groceries	13,887.60	21,448.00	8,217.30		8,975.20	19,291.20	12,921.70	16,978.50	87,023.20	2,856.30	7,727.30	2,069.60	51,705.00	15,124.20	2,140.10
Homeware (excl. kitchen)	4,910.80	7,434.70	3,183.70	5,676.90	2,131.80	9,410.20	6,729.50	2,380.50	11,507.40	2,419.00	4,392.40	2,927.00	12,019.50	5,936.40	2,176.10
Hotels/vacation packages	1,098.10	1,917.80	674.6	2,238.80	1,102.80	1,092.10	1,536.60	693.4	633.5	701.1	1,480.10	1,053.90	1,606.20	1,108.00	984.5
Jewelry (excl. watches)	5,258.00	3,527.80	4,120.50	20,141.70	4,390.70	6,703.50	2,919.70	9,522.00	1,354.00	2,612.20	6,830.70	5,694.40	3,076.10	4,146.00	9,483.70
Kitchenware	1,615.70	2,181.70	954.3	1,825.10	611.3	3,210.90	2,032.40	722.6	1,548.20	2,057.70	1,367.10	1,569.10	1,774.00	1,902.50	755.1
Security (e.g. alarms, safes, pepper spray)	713.1	940.8	490.8	1,592.60	595.3	903.3	667.2	753.9	582.8	534.2	872	690.5	1,073.90	679.2	794.4
Software for a laptop/PC	1,160.00	2,065.00	747.7	426.3	2,067.70	978.5	1,306.20	429.1	16.2	1,898.70	1,123.00	928.3	3,709.10	1,264.00	16.2
Sporting goods	838.1	1,237.70	440.2	1,416.00	1,012.20	730	1,089.40	351.2	335.9	407.7	1,048.80	755.6	1,530.50	821.6	891.8
Tablet (e.g. iPad)	1,542.70	1,969.60	1,328.60	1,553.40	391.9	1,881.20	2,024.70	509.9	2,446.10	976.8	1,595.50	1,028.10	4,801.90	1,729.50	359.9
Toys for children/babies	2,148.10	3,286.90	1,422.70	290.8	1,098.60	2,911.30	2,504.40	247.6	1,073.00	1,204.20	2,882.20	1,899.60	2,843.80	2,165.60	1,998.60
TV or projector	920.5	1,091.40	657.6	2,100.10	1,002.90	728.1	909.6	933.2	1,324.60	936.3	871.1	764.5	1,544.50	699.3	1,281.40
Vape / e-cigarette	4,767.70	5,937.20	3,159.60		2,608.90	6,027.00	4,897.20	4,077.20	1,014.90	2,385.70	6,078.00	4,640.20	5,447.50	2,950.70	11,581.30
Watches	2,064.30	4,177.10	892.4	1,106.30	403.4	3,428.60	2,727.00	614.6	654.1	616.8	3,242.60	2,251.60	1,383.10	2,583.00	819.4

Table 11: Average product category spend by demographic

AVERAGE BRAND PURCHASE FREQUENCY BY DEMOGRAPHICS

Males purchase significantly more frequently from Takealot than females. Those who live in town/rural purchase more frequently than cities/suburbs while lower income groups online shoppers purchase more frequently with Takealot than higher income groups.

	Totals	Age			Gender		Ethnicity		Household			We		Education	
Average brand purchase frequency - last 12 months	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Ackermans	4.9	5.2	3.8	12.3	3.6	7.7	5.2	4	6.4	4.3	4.7	2.9	9.8	2.6	9.2
ActiveCellular	2	2.2	1.9			2	2		0.9		2.4	1.7	2.9	2	
Amazon	5.9	3.7	9.6	2.4	2.1	9.5	6.8	4	6.4	9.9	2.8	2.4	19	2.7	13.3
Archive	2.7	2.1	2.8		0.4	3.1	1.4	9	9	1.9	1.1	2.7		3.1	0.4
Audiomart	1.9	2.2	1.9		0.3	2.3	2.3	0.3			1.9	1.3	4.4	1.9	
Bargain Books	1.6	1.2	1.5	3.7	1.1	2.6	1.7	1.4		1.4	2	1.7	1.4	1.9	1.2
Best Beauty Buys	0.3	0.3			0.3		0.3			0.3		0.3		0.3	
Bid or Buy	4.1	3.2	4.8	5.4	1.6	7.6	5.3	2.4	2.4	2	6.2	4	4.6	4.5	3.2
Book People	4.2	2.2	4.9			4.2	2.2	10.2	10.2		2.2	4.2		4.2	
BT Games	1.6	1.6	1.6		1.5	1.6	1.7	1.1		1.2	1.9	1.6	1.5	1.4	3.3
Builders	6.7	1.5	2.2	38.3	1.9	14	1.7	9.2		1.5	14.5	7	2.9	1.1	13.1
CA Cellular	1.9	1.4	2.1		1.4	2.1	1.9				1.9	2.1	1.5	1.9	
Cellucity	0.9	0.9	1		0.6	1.2	1	0.4	0.9	0.6	1.6	0.9		0.9	1.1
Chrono24	3.5	4.9	0.6			3.5	3.5				3.5	3.5		3.5	
ComX															
CUM	0.9	0.4	1.2	0.7	0.4	2.2	1.2	0.5		0.4	1	0.9		0.9	
dearrae	1.1		1.1			1.1	1.1				1.1	1.1		1.1	
Dion	1.7	2.3	1.3	0.7	0.8	2.1	1.8	0.7	0.7	0.8	2.4	1.6	2.9	1.8	0.5
Direct Deals															
Dyson	11.3		11.3			11.3		11.3	11.3			11.3		11.3	
Edgars	3.6	5.3	1.6	5.1	3.1	4.6	3.8	3.2	7.1	2.7	3.5	2.4	8.2	3.4	3.8
Elite Occasions	0.3	0.4	0.3		0.3			0.3		0.4	0.3	0.3		0.3	
Eveteck	3.6	3.6				3.6	3.6				3.6	3.6		3.3	4
Exact	5.1	6	1.5		5.7	3.9	5.3	2.8	14.1	2	3.3	1.8	11.4	3.6	34.1
Excellular.co.za	6.1	6.1			7.2	2.7	8	0.4	20.4	1.6	0.9	1.3	20.4	1.3	20.4
Exclusive	1.5	1.9	0.7		0.5	3.4	1.5			1.9	0.7	1.5		1.5	
Fashion World	3.8	4.4	3.1	1.2	4.1	3.3	4	3	10.3	1.4	3.3	1.6	11.3	2.8	8.9
First Shop	5.6	5.6				5.6	5.6			6.9	4.4	5.6		5.6	
Foschini	3.8	4.7	2.7	3.5	3.1	6.1	3.9	3.6	3.9	3.6	4	3	5.9	3.5	4.7
Foxy Beauty															
Game	7.9	12.7	2	4.9	10.2	5.1	9.7	3.7	28.7	3.5	5.1	3.8	26.3	3.5	15.6
HiFi Corp	12.2	21.2	1.7	1.8	17.5	4.5	15.8	1.1	46.6	1.8	3.2	2.3	39	2.2	39.3
Hirsch	9	14.2	1.1		10.7	6.4	11	1.1	30.6	11.6	0.9	3.6	30.6	4.4	15.9
House and Home	3.7	4.9	2.3	2.9	3.3	4.7	4.3	1.6	11.8	0.6	2.9	1.8	9.3	0.7	5.4
House of Cosmetics	7.6	6.3	11.6		5.3	9.9	10	0.4	10.2	4.3	11.6	4.3	10.9	6.7	10.2
Incredible	1.8	2.7	1		0.5	3.4	2.2	0.6	2.2	0.8	2.1	1.8	2.4	1.8	2.2
Laptop Direct	1	1	0.9		0.6	1.1	1			0.6	1.3	1		0.7	2
Loot	2.5	4.1	0.8	3.1	1.5	5.1	1.3	4.2	3.6	0.5	3	2.7	1.3	2.6	2.3
Makro	4.7	5.9	3.9	3.2	3.3	6.6	6	1.7	5.9	5.8	3.8	4.3	7.1	4.3	5.6
Mens Shoe Centre	6.7	9.4	2.7		20.4	3.3	6.7		20.4		3.3	2.9	12.4	3.3	20.4
Metro Cosmetics	11.6	11.6			11.6		11.6		30.6		5.2	1.9	21.2	6.6	16.6
MRP	3.6	4.5	2.8	1.3	2.6	6.8	4.7	2.1	7.7	2	3.4	2.9	6.5	3.1	4.6
Netjewel	1.2	1.2	1.1		0.8	1.6	1.5	0.4		0.4	1.5	1.2	1.2	1.2	
Next															
NWJ	1.2	1.3	1.1	1.2	0.7	1.8	1.4	0.8	3.2	0.5	1.3	1.2	1.4	0.8	1.9
PayCheap	5.5	7.8		0.7	5.4	5.5	7.8	0.7	10.2	5.5	0.7	3.1	10.2	3.1	10.2
Pink Cosmetics	8.4	9.7	1.5		8.4		15.7	1	34.1	1.1	6.4	0.7	12.2	4.5	12.2
PnP	16.2	30.3	5.9	2.6	7.1	33.3	8.8	26.8	18.8	5.3	24.7	5.7	66	3.3	40.5
Poetry	5.6	9.4	0.5		5.6		7.5	0.8	17.3	1.1	0.9	0.8	17.6	0.8	17.6
Pwnedgames															
Raru	3.5	3.5			3.5		3.5				3.5		3.5	3.5	
Readers Warehouse	5.3	5.3			5.3		5.3		10.2	0.3		0.3	10.2	0.3	10.2
Signature Cosmetics	5	7.1	0.9		5		5.5	1.4	20.4	3.3	2.5	2.7	9.8	3	7.6
Silvery	3.4	10.2	1.2		5.2	1.7	3.4		10.2	0.1	1.7	1.2	10.2	1.2	10.2
Smartphone Shop	2.7	3.3	0.5		2.8	2.5	2.8	1.8	1.2	2.7	3.7	1.8	3.8	3	1.6
Solo Shoes	3.4	4.2		2	3.4		4.2	2		7.4	1.4	1.4	7.4	3.4	
SoundSelect	1.6	2.1	1.1		2.1	1.1	1.6			2.1	1.1	1.6		1.1	2.1
Step Ahead															
Superbalist	3.3	2.2	4.5	2.4	1.9	6.9	3.8	1.8	3.1	1.1	4	3.1	4.2	3.6	2.1
Tafelberg	8.7		8.7		0.6	12.7	24.7	0.6			8.7	0.6	24.7	12.7	0.6
Takealot	4.1	4.6	3.1	7.7	2.8	6.2	4.5	3.6	5.4	3.1	4.5	3.6	5.7	4.4	3.6
The Book Dealers	3.4	3.4			3.4		3.4		3.4				3.4		3.4
The Brand Store	0.8	0.8	1		0.8		1.2	0.7		0.7	1.2	0.4	1.1	0.8	
The Fix	2.6	3.5	0.9		2.6		3.4	0.8	1.7	2.2	3.2	1.8	4.1	2.7	2
The Watch Channel	1.2	1.2			1.2		1.2				1.2		1.2	1.2	
The Watch Co.	2.5	4.7	0.3		2.5		2.5			0.3	4.7	0.3	4.7	2.5	
Top Watch	2.8	4.4		1.3	1.3	4.4	4.4	1.3			2.8	2.8		2.8	
Tread + Miller	0.6		0.6			0.6	0.6				0.6	0.6		0.6	
W24	0.6		0.6			0.6	0.6				0.6	0.6		0.6	
Watch Republic															
Watches Direct	1	2.2	0.1	0.7	0.4	2.2	1.2	0.7		0.1	1.4	1		1	
Watchfinder	-			-	-			-			-	-		-	
Woolworths	3.9	4.1	3.5	5.6	2.8	6.7	4.1	3.5	7.8	2.2	3.8	3.5	5.8	3.3	5.5
Yuppiechef	1.8	2.5	1.2		1.4	2.4	1.9	1.4	0.5	2.4	1.8	1.6	4.5	1.6	2.1
Zando	2.2	2.5	1.4	5.5	1.8	3.7	2.4	1.6	3.1	1.3	2.5	1.7	4.4	2.1	2.4
OTHER (if more than 1, then the average)	4.7	6.2	4		4.7		7.1	3.7	6.1	2.1	7.1	1.9	11.5	5	4.4

Table 12: Average brand purchase frequency by demographic

AVERAGE SPEND PER BRAND BY DEMOGRAPHICS – LAST 12 MONTHS

The average claimed spend is significantly higher amongst male shoppers than female shoppers within the Takealot brand.

	Totals	Age			Gender		Ethnicity		Household			We		Education	
Average spend per brand - last 12 months	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Ackermans	979.8	1,084.60	800.8	1,555.70	641.7	1,755.40	963.6	1,024.00	1,449.70	676.7	1,061.60	500.1	2,179.10	1,175.90	597.9
ActiveCellular	3,893.00	3,375.20	4,410.80			3,893.00	3,893.00		88		5,161.30	2,279.50	8,733.50	3,893.00	
Amazon	1,724.80	2,345.20	717	2,496.00	597.4	2,768.70	1,866.90	1,404.90	3,270.40	1,692.30	1,393.10	1,413.10	2,886.40	1,309.70	2,658.80
Archive	517.4	61.7	608.5		1,293.80	362.1	619.9	4.5	4.5	383.9	777.3	517.4		362.1	1,293.80
Audiomart	2,105.20	3,810.70	1,678.80		33.1	2,623.20	2,623.20	33.1			2,105.20	1,903.70	2,911.20	2,105.20	
Bargain Books	230	155.9	158.7	740.7	141	378.5	239.8	200.7		151.3	361.3	233.6	204.8	279.2	148.1
Best Beauty Buys	57.2	57.2			57.2		57.2			57.2		57.2		57.2	
Bid or Buy	1,125.90	1,993.80	494	501.1	471.4	2,025.70	1,524.30	514.9	323.9	377	1,885.90	1,197.50	743.8	1,361.40	466.3
Book People	554.3	272.2	648.4			554.3	736.1	9	9		736.1	554.3		554.3	
BT Games	1,196.90	1,445.80	616.1		1,054.80	1,257.80	1,230.60	1,062.00		1,558.60	955.8	1,249.00	727.8	1,246.30	752.2
Builders	5,074.40	1,165.10	5,554.40	15,122.40	834.4	11,434.30	8,406.80	3,408.20	402.9		12,081.60	2,837.60	36,389.50	4,921.70	5,248.80
CA Cellular	3,269.30	4,090.90	2,858.50		4,090.90	2,858.50	3,269.30				3,269.30	3,448.40	2,911.20	3,269.30	
Cellucity	1,477.90	1,490.30	1,446.90		492.3	2,217.20	1,663.10	366.8	88	883	3,362.70	1,477.90		1,548.80	1,052.90
Chrono24	213.9	5.4	630.8			213.9	213.9				213.9	213.9		213.9	
ComX															
CUM	177.9	366.8	140.9	62.8	162.3	224.5	140.9	214.8		366.8	114.9	177.9		177.9	
dearrae	1,129.10		1,129.10			1,129.10	1,129.10				1,129.10	1,129.10		1,129.10	
Dion	5,588.60	9,311.90	2,130.30	1,203.40	927.9	7,452.90	6,012.60	76.7	1,782.90	1,003.60	8,930.00	5,391.50	8,151.20	5,897.00	1,579.30
Direct Deals															
Dyson	11.3		11.3			11.3		11.3	11.3			11.3		11.3	
Edgars	1,271.20	1,432.70	1,124.10	1,082.90	729.3	2,440.50	1,280.20	1,253.20	2,508.30	844.3	1,332.70	823.2	3,063.30	1,230.50	1,336.70
Elite Occasions	276.6	366.8	186.3		276.6			276.6		366.8	186.3	276.6		276.6	
Evetech	8,720.50	8,720.50				8,720.50	8,720.50				8,720.50	8,720.50		4.4	17,436.60
Exact	1,331.70	1,468.30	785.5		349.3	3,624.20	1,389.40	235.7	4,499.10	458	577.1	432.9	3,001.00	1,398.20	68.1
Excellular.co.za	692.4	692.4			891.2	95.9	800.9	366.8	34.1	231.4	2,272.70	911.8	34.1	911.8	34.1
Exclusive	59.8	54.6	70.3		63.7	52.1	59.8			54.6	70.3	59.8		59.8	
Fashion World	371.2	241.5	631.9	493.8	225.8	720.2	416.3	32.9	120.2	169.4	616.7	362.6	399.1	409.8	190.8
First Shop	2,484.00	2,484.00				2,484.00	2,484.00			68.5	4,899.50	2,484.00		2,484.00	
Foschini	719.4	647.2	625.7	1,307.60	499.1	1,407.90	595.6	967.1	128.7	853.9	720.8	662.8	870.5	828.1	429.5
Foxy Beauty															
Game	2,135.10	2,870.60	1,337.90	1,217.40	841	3,688.00	2,739.70	783.7	1,647.30	890.8	3,386.20	2,101.30	2,287.20	2,644.60	1,243.50
HiFi Corp	3,470.20	4,508.80	1,372.30	8,819.40	838.7	7,329.90	3,723.00	2,683.80	1,619.00	791.9	5,416.00	4,165.60	1,592.90	1,688.30	8,281.50
Hirsch	2,198.10	2,644.00	1,529.10		3,266.50	595.4	2,263.60	1,935.90	136.2	68.5	3,595.20	2,713.50	136.2	2,972.70	1,036.10
House and Home	861.3	816.3	237	2,914.50	661.1	1,462.10	601.6	1,640.60	110.4	751.1	2,914.50	779.4	1,107.00	797.5	899.6
House of Cosmetics	262.4	204.4	436.7		268.5	256.4	227.7	366.8	170.3	221.4	436.7	221.4	303.5	293.2	170.3
Incredible	1,684.20	2,247.30	1,177.40		1,018.20	2,424.20	1,873.10	975.9	667.6	862.1	2,093.60	1,709.50	1,469.10	1,595.30	2,158.20
Laptop Direct	4,940.30	6,883.10	1,054.50		2,007.10	6,406.80	4,940.30			2,491.10	7,389.40	4,940.30		2,320.70	18,037.90
Loot	991.1	1,803.80	324.6	552.8	954.9	1,081.70	618.6	1,487.90	3,751.40	1,080.20	348.1	1,076.30	480.5	498.6	1,877.80
Makro	2,388.70	3,163.50	1,824.90	1,598.60	739.9	4,539.40	3,007.30	958.2	858.8	904.9	3,626.30	2,495.10	1,790.60	2,035.70	3,020.50
Mens Shoe Centre	828.7	573.9	1,210.90		85.1	1,014.60	828.7		85.1		1,014.60	1,013.10	552	1,014.60	85.1
Metro Cosmetics	291.1	291.1			291.1		291.1		34.1		376.8	388.4	193.9	335.9	246.3
MRP	1,046.50	1,550.70	604.7	357.8	712.2	2,100.50	1,291.70	739.9	1,367.00	988.1	992.4	956.9	1,440.60	993.3	1,162.10
Netjewel	1,297.30	1,636.20	280.6		548.9	2,045.70	1,607.40	366.8		366.8	1,607.40	1,486.00	731	1,297.30	
Next															
NWJ	1,418.80	3,437.80	126.1	1,825.10	1,132.90	1,776.10	1,714.90	826.6	3.2	959.9	2,231.60	1,169.40	3,413.80	1,254.50	1,747.40
PayCheap	90	92		85.9	128.1	13.7	92	85.9	170.3	13.7	85.9	49.8	170.3	49.8	170.3
Pink Cosmetics	304.4	267.2	490.4		304.4		251.5	357.3	204.3	376.8	245.9	290.7	311.2	378.1	230.7
PnP	1,534.30	2,018.40	1,250.60	673.9	1,225.10	2,114.10	1,369.20	1,768.90	1,230.80	1,012.50	2,082.60	1,226.60	2,995.90	1,247.00	2,072.90
Poetry	275.9	130.3	470		275.9		201.9	460.9	421.7	52.3	258.8	335.4	127.1	316	175.4
Pwnedgames															
Raru	94.3	94.3			94.3		94.3				94.3		94.3	94.3	
Readers Warehouse	132.1	132.1			132.1		132.1		235	29.2		29.2	235	29.2	235
Signature Cosmetics	338.6	409.1	197.6		338.6		327.1	430.4	177.1	384	283.4	283.1	449.8	219.5	487.5
Silvery	931.9	235	1,164.20		180.2	1,683.50	931.9		235	125.4	1,683.50	1,164.20	235	1,164.20	235
Smartphone Shop	1,315.70	1,615.80	265.1		1,740.70	465.6	1,107.90	2,977.40	151	2,513.30	495.2	410.6	2,447.00	583.5	3,878.40
Solo Shoes	319.9	416.4		126.9	319.9		416.4	126.9		741.8	108.9	108.9	741.8	319.9	
SoundSelect	336.8	421.2	252.5		421.2	252.5	336.8			421.2	252.5	336.8		252.5	421.2
Step Ahead															
Superbalist	1,555.40	1,789.90	1,317.80	1,471.00	861.1	3,371.30	1,731.80	1,040.90	3,348.90	385.9	1,692.40	1,156.90	3,237.90	1,636.00	1,257.10
Tafelberg	6,898.50		6,898.50		12,721.90	3,986.80	5,094.50	7,800.50			6,898.50	7,800.50	5,094.50	3,986.80	12,721.90
Takealot	2,211.50	2,238.80	1,765.60	4,537.30	1,624.00	3,197.30	2,245.70	2,168.50	2,715.70	1,269.20	2,768.50	2,096.40	2,601.20	2,307.20	2,027.00
The Book Dealers	408.6	408.6			408.6		408.6		408.6				408.6		408.6
The Brand Store	505.8	513.5	490.4		505.8		660.3	428.6		428.6	660.3	366.8	575.3	505.8	
The Fix	527.4	431.5	703.3		527.4		405.5	820.1	453.7	343.9	692.7	317.5	912.3	561.8	366.9
The Watch Channel	400.9	400.9			400.9		400.9				400.9		400.9	400.9	
The Watch Co.	329	530.6	127.5		329		329			127.5	530.6	127.5	530.6	329	
Top Watch	855.6	1,633.20		78	78	1,633.20	1,633.20	78			855.6	855.6		855.6	
Tread + Miller	364.8		364.8			364.8	364.8				364.8	364.8		364.8	
W24	336.7		336.7			336.7	336.7				336.7	336.7		336.7	
Watch Republic															
Watches Direct	1,272.90	3,810.70	8	-	4	3,810.70	1,909.40	-		8	1,905.40	1,272.90		1,272.90	
Watchfinder	-			-	-			-			-	-		-	
Woolworths	1,801.00	1,180.30	2,346.80	2,155.70	815	4,343.60	1,785.80	1,832.60	629.1	336.4	2,411.70	1,956.80	1,073.50	1,959.00	1,361.80
Yuppiechef	1,777.80	3,154.30	745.4		1,964.00	1,442.60	2,347.90	352.4	612.9	239.2	2,163.40	1,879.80	451.3	1,118.30	3,426.60
Zando	1,127.20	1,014.70	1,011.40	2,782.60	959.6	1,701.70	1,301.90	624.7	625.6	328.4	1,600.30	1,003.40	1,700.90	1,167.40	1,020.70
OTHER (all other brands in total)	3,553.30	310.9	4,850.30		3,553.30		762.6	4,669.60	11,313.80	240.2	762.6	401.9	11,431.70	547.7	5,807.60

Table 13: Average spend per brand by demographic

APPENDIX: PERCENTAGES BY DEMOGRAPHICS

EVER BOUGHT ONLINE BEFORE BY DEMOGRAPHICS

Each product category has a unique demographic pattern. For instance, a higher percentage of younger respondents are likely to have purchased clothing/shoes/fashion online before than older age groups, and those with a degree/diploma are more likely to have purchased online before – no matter the category.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education		
Products ever bought online before	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]	
Total subjects	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	
Clothing/shoes/fashion accessories (excl. watches)	48.3	55.4 bc	43.5	31.1	49	47.5	53.1 g	41.4	40.8	49.2	55.7 h	49.7	46.4	58.6 n	40.7	
Cell phones/smartphones	43.4	48.1	39.2	35.8	37.7	48.9 d	50.9 g	32.9	33.1	39.2	57.9 hi	40.5	47.2	55.5 n	34.6	
Cosmetics	30.1	31.8	28.1	28.8	44.0 e	16.7	33.9	24.7	19.6	31	40.9 h	30.5	29.5	36.0 n	25.8	
Books (paper)	29.8	24.8	31.2	48.0 a	27.4	32	26.6	34.3	16	30.8 h	44.0 h	35.8 l	21.9	44.5 n	19	
Books (electronic - i.e. eBooks)	27.5	26.5	26.8	34.2	21.3	33.4 d	31.8 g	21.3	10.1	29.8 h	44.7 hi	32.5 l	20.9	40.0 n	18.3	
Computer - PC/laptop	32.1	34.5	32.9	18.6	25.7	38.3 d	38.3 g	23.5	24.5	20.8	49.0 hi	27	38.8 k	44.8 n	22.8	
Watches	26.8	27.3	27.6	21.8	24.1	29.5	33.7 g	17	16.3	31.0 h	35.1 h	29.2	23.7	34.7 n	21	
Hotels/vacation packages	22.3	20.6	22.5	29.2	27.1 e	17.6	19.4	26.3	10.4	19.5	37.4 hi	27.5 l	15.5	31.3 n	15.7	
Audio entertainment DEVICES (e.g. iPod, Hi-Fi)	27.9	29	27.8	23.1	15.4	40.0 d	30	25	24.4	19.5	38.2 hi	33.4 l	20.8	44.9 n	15.5	
Jewelry (excl. watches)	25.6	27.1	23.1	27.2	24.6	26.6	28.2	21.9	17.6	26.1	34.0 h	26.4	24.6	37.1 n	17.2	
Software for a laptop/PC	26.1	29.4	23.3	20.2	14.8	36.9 d	29.3	21.6	16.9	19.3	41.3 hi	29.6	21.6	36.4 n	18.6	
Entertainment digital (e.g. digital video/music download)	27.2	32	22.9	19.7	20.7	33.4 d	32.7 g	19.4	24.4	19	36.5 hi	28.5	25.6	39.9 n	17.9	
Toys for children/babies	20.2	17	24.3	20.8	20.9	19.5	20.2	20.2	11.5	22.0 h	28.4 h	25.1 l	13.9	28.1 n	14.5	
Arts & crafts	23.6	23	24	24.8	19.3	27.6	19.5	29.3 f	18.8	19.8	31.7 h	29.8 l	15.4	30.9 n	18.2	
Entertainment physical (e.g. DVDs, CDs)	24.3	22.8	24.1	32	18.1	30.4 d	19.6	31.0 f	13.8	17.8	40.9 hi	28.7 l	18.7	35.2 n	16.4	
Groceries	22.9	22.1	27	12.4	22.2	23.5	24.9	20	19.6	21	27.9	22	24	28.6 n	18.7	
Kitchenware	19.7	15.7	23.9	24.2	22.1	17.4	17.6	22.7	14.1	16.3	28.6 hi	22.2	16.5	27.5 n	14.1	
Homeware (excl. kitchen)	19.6	16.6	19.7	33.6 a	22.6	16.8	18.1	21.7	14.2	16.8	27.7 h	21.1	17.7	25.0 n	15.7	
DIY/home improvement	21.8	22	21.1	23.6	23.4	20.4	23.6	19.4	20.9	17.7	25.9	21.6	22.2	25.4	19.2	
Electronic goods not listed elsewhere	17.1	14.7	17.4	27.6	12.1	22.0 d	15.2	19.9	7	14.1	30.5 hi	20.6	12.7	26.1 n	10.6	
Flowers/flower accessories	14.4	13	16.9	11.7	14.7	14	13.5	15.6	7.9	11.1	23.9 hi	15	13.5	23.0 n	8.1	
Furniture - indoors and garden furniture	14.3	15.2	15.7	5.2	17.3	11.4	17.8 g	9.4	12.5	7.8	21.1 i	12.1	17.2	22.2 n	8.5	
Tablet (e.g. iPad)	17.8	17.8	16.4	22.8	10.1	25.2 d	23.6 g	9.7	15	7.4	28.7 hi	16.5	19.5	29.3 n	9.4	
Computer peripheral	16.1	16	15.6	18.9	10.4	21.7 d	16.6	15.5	13	12.4	22.4	18.6	12.9	21.3 n	12.4	
Sporting goods	13.1	12.9	14.5	9.3	7.1	18.9 d	14.5	11.1	4.9	13.6 h	21.8 h	16.2	9.1	21.3 n	7.1	
TV or projector	13.5	15.5	8.7	21.2 b	7.1	19.8 d	15.5	10.8	4.9	11.6	24.4 hi	14.8	11.9	20.2 n	8.6	
E-reader (e.g. Kindle)	8.8	8.3	7.3	16.4	8.3	9.2	10.5	6.4	5	6.9	14.4 h	12.0 l	4.5	13.3 n	5.5	
Camping/hiking products	9.9	8.5	11.5	11.7	8.6	11.3	10.3	9.4	6.4	11.2	12.9	10.3	9.5	13.3	7.5	
Security (e.g. alarms, safes, pepper spray)	6.3	5.9	6	9.3	3.2	9.4 d	8.6	3.2	1.3	7.6 h	10.9 h	10.8 l	0.5	9.6 n	3.9	
NONE	11.2	8.2	15.6	10.2	19.2 e	3.6	10.8	11.9	22.7 ij	4.3	3.9	8	15.4 k	3.2	17.1 m	
Vape / e-cigarette	6.1	7.4	4.1	7	4.4	7.7	6	6.2	1	3.9	13.3 hi	7.4	4.3	9.3 n	3.7	
Other	Total Other	5.2	2.3	7.8 a	10.2 a	3.7	6.8	1.9	10.0 f	3.9	5	6.9	7.1	4.8	4.4	5.9
Total Base subjects (Products ever)		319.00	163.10	120.90	34.99	156.50	162.50	186.88	132.12	122.63	84.30	112.07	180.49	138.51	134.70	184.30

Table 14: Product categories ever bought online before

PRODUCTS BOUGHT ONLINE BY DEMOGRAPHICS – LAST 12 MONTHS

Each product category has a unique demographic pattern. For instance, a larger percentage of younger respondents are likely to have purchased clothing/shoes/fashion online before than older age groups, and those with a degree/diploma are more likely to have purchased online before – no matter the category.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Products bought online - 12 months	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Clothing/shoes/fashion accessories (excl. watches)	31.7	36.9 c	28.4	18.7	37.0 e	26.6	35.3	26.5	23.7	28.6	42.7 hi	30.4	33.4	45.4 n	21.7
Cosmetics	17.4	19.1	14.4	19.8	25.6 e	9.5	19.1	15	13	14.7	24.3 h	17.3	17.6	22.9 n	13.4
Cell phones/smartphones	20	21.9	20.1	10.7	19	20.9	25.8 g	11.7	11.6	19.5	29.5 h	17.1	23.7	33.0 n	10.5
Books (electronic - i.e. eBooks)	14.8	15.6	12.2	19.9	11.6	17.8	16.2	12.8	6.3	14.1	24.6 h	17.1	11.8	24.2 n	7.9
Books (paper)	14.6	13.1	14.6	21.5	13.4	15.7	15	14	7.6	18.4 h	19.2 h	15.1	13.9	22.8 n	8.6
Groceries	15.4	14.6	18.8	7.2	13	17.7	18.9 g	10.4	13.2	15	18	14	17.2	21.1 n	11.2
Computer - PC/laptop	16.2	18.6	14.7	10.7	13.6	18.8	23.0 g	6.7	15.6	10.1	21.6 i	13.7	19.5	25.2 n	9.7
Watches	15.7	15.9	16.8	10.6	9.9	21.1 d	20.4 g	8.9	12.5	15.4	19.3	16.6	14.3	21.9 n	11
Toys for children/babies	10.9	8.3	13.8	13.4	14.7 e	7.3	9.4	13.1	1.6	11.7 h	20.5 h	14.1 i	6.9	13.9	8.8
Entertainment digital (e.g. digital video/music download)	15.3	20.4 c	13.0 c	-	11	19.5 d	22.4 g	5.3	16.5 i	6.8	20.5 i	16.7	13.6	20.8 n	11.4
Hotels/vacation packages	10.2	8	12.8	11.7	10.6	9.8	11.5	8.4	2	8.5 h	20.4 hi	12.8	6.7	18.5 n	4.1
Software for a laptop/PC	13.6	15.6	12.3	8.8	6	20.9 d	14.8	11.9	3.7	10.1	27.0 hi	18.1 i	7.7	18.4 n	10.1
Jewelry (excl. watches)	12.4	15.1	11.2	3.5	11.3	13.4	15.6 g	7.8	10	10.7	16.2	12.7	11.9	18.8 n	7.7
Arts & crafts	9.5	8.2	12.5	5.3	9.1	9.9	6.5	13.8 f	3	3.9	20.9 hi	13.0 i	5	13.1	6.9
Entertainment physical (e.g. DVDs, CDs)	9.2	7.9	10.8	10	7.3	11.1	7.4	11.9	6.3	10.4	11.6	13.4 i	3.9	12.4	6.9
Audio entertainment DEVICES (e.g. iPod, Hi-Fi)	10.5	13.2 c	9.9	-	4.2	16.6 d	12.1	8.2	10.2	6.2	14	14.3 i	5.6	16.2 n	6.3
Kitchenware	7.8	3.8	10.8 a	16.3 a	7.6	8	6	10.4	5.5	7.5	10.6	12.1 i	2.2	9.1	6.9
NONE	9.6	8.4	10.7	11.4	8.4	10.7	6.9	13.3	13.1 j	12.4 j	3.6	11.5	7.1	4.3	13.4 m
DIY/home improvement	8.1	8.7	5.4	14.9	10.5	5.8	8.8	7.2	7.8	3.1	12.3 i	8.6	7.5	10.8	6.2
Flowers/flower accessories	6.7	6.1	8.3	4.5	6.9	6.6	7.8	5.2	4.1	3.2	12.3 hi	6.6	7	11.2 n	3.5
Homeware (excl. kitchen)	4.7	2.7	6.5	7.1	3.7	5.6	3.8	5.8	2.1	5.7	6.7	7.5 i	0.9	9.1 n	1.4
Electronic goods not listed elsewhere	7.5	8.6	6.2	6.7	5	10	6.7	8.7	4.7	4.8	12.7 h	7.9	7	10.6	5.2
Computer peripheral	7.1	8.3	6.2	4.5	3.6	10.5 d	7.4	6.7	3.7	3.9	13.2 hi	9.4	4	10	4.9
Sporting goods	6.3	6	7.7	2.2	1.5	10.8 d	7.7	4.2	4.1	5.5	9.1	7.2	5	12.7 n	1.5
Furniture - indoors and garden furniture	5.7	7.5	4.9	-	5.3	6	8.6 g	1.5	6	3.1	7.3	4.5	7.3	10.1 n	2.5
Tablet (e.g. iPad)	5.8	4.9	8.1	1.9	3.3	8.2	8.7 g	1.6	5.2	2.1	9.1 i	5.5	6.2	10.3 n	2.5
TV or projector	5.7	7.6	4.8	-	2.4	8.8 d	7	3.9	1.3	2.1	13.3 hi	6.6	4.5	7.9	4.1
E-reader (e.g. Kindle)	3.4	3.9	3.8	-	4.7	2.2	4.9	1.3	3.4	2.9	3.9	3.3	3.6	5.6	1.8
Vape / e-cigarette	4.3	5.6	2.9	3.5	3	5.6	3.7	5.1	1	2.6	9.3 h	5.1	3.2	5.4	3.5
Camping/hiking products	4.4	5.3	3.9	1.9	5	3.8	5.4	3	2.8	2.8	7.3	4.3	4.5	6.5	2.8
Security (e.g. alarms, safes, pepper spray)	3	2.5	4.1	1.9	0.9	5.0 d	4.4	1	1.3	1.3	6.1 h	4.9 i	0.5	5.9 n	0.9
Other	2.9	1.3	3.5	8.3 a	2.6	3.2	-	7	2.2	2.2	4.1	3.8	1.6	1.6	3.8
Total Base subjects (Products_12)	319.00	163.10	120.90	34.99	156.50	162.50	186.88	132.12	122.63	84.30	112.07	180.49	138.51	134.70	184.30

Table 15: Products bought online - last 12 months

BRAND AWARENESS BY DEMOGRAPHICS

Prompted brand awareness percentages differs significantly across many demographics. For instance, significantly-more older respondents prefer Yuppiechef. For many brands awareness is significantly greater for higher income and education brackets.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Brands aware	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Amazon	65.8	68.4	60	73.9	53.4	77.7 d	68.8	61.6	48.8	71.3 h	80.2 h	67.1	64.1	77.1 n	57.5
Takealot	56.7	56.9	54.7	62.3	51	62.1 d	57.4	55.6	40.6	62.1 h	70.2 h	55.5	58.1	71.6 n	45.7
Bid or Buy	56	54.4	57.9	56.6	48.2	63.5 d	57.3	54.1	43.7	53.8	71.1 hi	55.1	57.2	68.2 n	47
Makro	55.2	58.2	49.1	61.9	48.6	61.5 d	54.7	55.9	41.1	53.5	71.8 hi	58.3	51.1	64.7 n	48.2
Edgars	51.4	55.5	46.1	50.3	49.8	52.8	53.6	48.1	41.3	47.1	65.5 hi	52.1	50.3	55.3	48.5
Zando	44.6	45.5	41.6	50.5	46.3	42.9	46.8	41.4	26.1	51.8 h	59.4 h	48.2	39.9	65.6 n	29.2
Woolworths	47.6	51.7	40.8	52	47.8	47.5	43.7	53.2	33.5	41.4	67.8 hi	52.3	41.5	61.7 n	37.4
Game	48.6	51	42.6	57.7	42.5	54.4 d	49.9	46.8	35.9	43.3	66.4 hi	50.5	46.1	57.6 n	42
HIFI Corp	48.9	53.6	42.4	50	42.9	54.7 d	50.3	47	40	41.5	64.4 hi	50.7	46.6	58.2 n	42.2
Ackermans	45.6	49.1	44.7	33	42.3	48.9	49.2	40.6	41.9	34.3	58.3 hi	45.7	45.6	54.1 n	39.5
Foschini	41.4	39.7	42.6	45.1	42	40.8	41	41.9	27.8	38.9	58.1 hi	43.4	38.8	47.7 n	36.8
PnP	42.6	46.3	36.2	47.2	42.9	42.2	41.5	44	30.8	45.9 h	52.9 h	43.3	41.6	52.8 n	35.1
MRP	41.4	45.9	38.7	29.9	40.1	42.7	44.1	37.6	36.7	35.8	50.8 hi	44.6	37.2	52.1 n	33.6
Superbalist	34.1	35.5	32.9	32.1	33.7	34.5	34.6	33.5	18.8	34.6 h	50.6 hi	37.1	30.2	54.3 n	19.4
Yuppiechef	30.8	21.8	39.7 a	42.1 a	31.6	30.1	25.5	38.3 f	14.9	27.9 h	50.4 hi	37.4 i	22.2	40.2 n	23.9
Dion	32.8	27.1	33.6	56.8 ab	31	34.6	29.2	37.9	13.5	32.9 h	53.9 hi	38.0 i	26	40.5 n	27.2
House and Home	33.1	37.8 b	24.8	39.5	33.2	32.9	31.9	34.7	28.9	27.4	41.9 hi	35.2	30.3	40.1 n	27.9
Builders	31.3	30.5	28.3	45.7	29.5	33.1	30.2	32.9	20.8	26.6	46.5 hi	31.2	31.5	35.2	28.5
Incredible	32.8	32	30.3	45.3	25.3	40.1 d	34.3	30.7	22.8	27.2	47.9 hi	33.6	31.7	38.9 n	28.4
Fashion World	29.9	37.8 bc	25.8 c	7	30.2	29.5	38.0 g	18.4	32.1 i	18.1	36.2 i	23.6	38.0 k	39.0 n	23.2
Exact	25.7	28.8 c	26.4 c	8.8	30.1	21.5	32.3 g	16.4	24.1	20.1	31.6	24.4	27.4	34.3 n	19.4
Loot	22.6	18.6	24	36.1 a	23.3	21.9	18.5	28.3 f	11.5	16.3	39.4 hi	27.8 i	15.7	32.8 n	15.1
Bargain Books	19.2	12.7	24.2 a	31.8 a	20.2	18.2	12.1	29.2 f	8.3	23.7 h	27.7 h	27.6 i	8.2	25.9 n	14.3
NWJ	19	18.8	20.8	13.8	21.4	16.7	15.5	24	16.8	16.8	23.1	22.8 i	14.1	24.4 n	15.1
The Fix	19.4	28.6 bc	12.4	1.2	22.8	16.2	23.4 g	13.9	21.9	18.2	17.7	17.5	22	31.0 n	11
Hirsch	18.4	15	21.1	24.7	19.3	17.5	14	24.6 f	11.6	16.5	27.2 h	22.3 i	13.3	20.3	17
Cellucity	17.5	18.1	14.6	24.9	17.2	17.8	15.8	19.9	10.6	17.5	25.0 h	20.5	13.6	23.0 n	13.5
Signature Cosmetics	9.8	11.8	8.9	3.5	18.5 e	1.4	11.3	7.6	6.3	12.9	11.2	9.1	10.7	10.1	9.5
Laptop Direct	12.8	14.9	8.6	17.5	11.1	14.4	17.1 g	6.6	8.3	6.4	22.5 hi	14.4	10.7	18.1 n	8.9
Poetry	9.2	9.9	10.4	1.5	12.4	6.1	9.4	8.8	5.5	9.3	13.1 h	10.5	7.4	13.6 n	5.9
CA Cellular	11.2	13.0 c	12.1 c	-	9.8	12.6	14.5 g	6.6	6.9	8.5	17.9 h	12.4	9.7	15.6 n	8
BT Games	10.2	10.8	10.4	7	9	11.4	10.2	10.3	6.5	10.3	14.2 h	14.1 i	5.1	14.7 n	7
Exclusive	10.4	11.8	9.9	5.4	9	11.7	12.5	7.4	8.7	8.2	13.8	11.1	9.3	13.1	8.3
CUM	7.5	3.7	11.5 a	12.0 a	10.5 e	4.7	2.8	14.3 f	2.4	6.8	13.7 h	11.3 i	2.6	12.8 n	3.7
House of Cosmetics	9.5	9.5	8.7	12.2	11.5	7.6	11.8	6.2	4.5	7	16.9 hi	9.9	9	14.9 n	5.5
Audiomart	10.2	15.0 bc	6.8	-	6	14.4 d	12.1	7.6	5.2	7	18.2 hi	11	9.2	18.5 n	4.2
Direct Deals	8.5	7.9	9.7	6.7	6.7	10.1	8.4	8.6	1.5	6.8 h	17.4 hi	9.8	6.7	10.6	6.9
Smartphone Shop	9.6	11.7	7.5	7.3	9	10.3	13.0 g	4.9	7.4	9.1	12.5	9.4	9.9	14.0 n	6.5
ActiveCellular	9.6	13.1	7	2.2	9.9	9.3	12.5 g	5.5	7.4	3.9	16.2 hi	8.4	11.2	15.5 n	5.2
Tafelberg	6.1	1.5	11.0 a	10.2 a	6.3	5.8	4.6	8.2	2	7.1	9.7 h	8.6 i	2.8	9.4 n	3.6
First Shop	6.4	7.4	6.5	1.9	6.1	6.8	8.5	3.6	1.3	7.0 h	11.6 h	9.0 i	3	12.0 n	2.4
Best Beauty Buys	7.7	9.8	5.4	5.7	7.4	8	9.9	4.6	6.8	8.7	7.8	8.4	6.7	10.4	5.7
Excellular.co.za	8.5	12	5.6	1.9	6.9	10	10.1	6.1	7.7	3.5	13.0 i	7.6	9.6	10	7.3
The Watch Co.	5.4	6.5	5.5	-	6.1	4.8	6.3	4.2	0.9	5.9 h	10.0 h	6.3	4.3	10.5 n	1.7
Book People	5.7	6.1	6.2	2.2	3.9	7.5	8.6 g	1.6	4.2	4.1	8.6	8.2 i	2.4	12.9 n	0.4
Pink Cosmetics	7.6	10.7	4.6	3.5	13.3 e	2.1	10.8 g	3.2	7.2	6.1	9.2	5.6	10.3	7.7	7.6
Mens Shoe Centre	7.9	8.9	5.6	11.6	7.5	8.4	11.7 g	2.5	6.8	4.6	11.7	6	10.4	9.9	6.4
Evetech	6.8	10.3 bc	4	-	4.7	8.9	6.8	6.9	2	8.4 h	11.0 h	9.3 i	3.6	10.7 n	4
Metro Cosmetics	6.6	10.1 bc	3.9	-	9.6 e	3.7	10.0 g	1.9	7.6	4.2	7.4	5.1	8.6	6.2	6.9
Next	3.6	2.4	6.2	-	4.1	3.1	3.5	3.7	2	5.5	3.8	5.7 i	0.8	6.5 n	1.4
The Book Dealers	5.9	9.1	3.2	-	9.6 e	2.3	9.0 g	1.4	6.6	5	5.7	5.6	6.1	7.9	4.4
Netjewel	4.2	4.8	3.7	3.5	6.3	2.2	4.1	4.4	0.4	1.6	10.4 hi	6.1	1.7	7.1 n	2.1
Tread + Miller	5	4.8	5.6	3.5	3.8	6.2	5.3	4.5	2.7	5	7.5	6.1	3.5	11.0 n	0.6
Archive	3.9	3.3	6	-	3.9	4	4	3.9	0.9	3.5	7.6 h	6.3 i	0.9	7.0 n	1.7
W24	3.5	3.5	3.6	3.5	4.7	2.5	5.2	1.2	1.5	1.4	7.4 h	4.6	2.2	8.4 n	-
Solo Shoes	4.7	4.7	3.3	8.9	8.2 e	1.2	7.1 g	1.2	2.1	3.2	8.6 h	3.1	6.7	7.5 n	2.6
The Brand Store	5.2	7.3	2.8	3.5	8.3 e	2.2	6.5	3.3	3.3	5.4	7.1	5.2	5.2	5.3	5.2
Watches Direct	3.8	2.7	4.8	5.4	4	3.6	4.1	3.3	1.1	2.1	8.0 h	5.6 i	1.3	7.2 n	1.3
Watchfinder	3.5	2.3	5.7	1.9	4.1	2.9	2.7	4.7	1.3	5.9	4.2	4.3	2.5	4.9	2.5
Raru	3.4	3.8	3.8	-	4.4	2.4	3.4	3.4	-	1.7	8.4 i	4.3	2.3	6.9 n	0.8
Readers Warehouse	5.2	8	3	-	5.8	4.7	4.2	6.6	3.2	2.8	9.3 h	4.4	6.2	5.5	5
The Watch Channel	3.4	2.9	2.1	9.9 b	4.2	2.6	3.3	3.5	-	2.7	7.6	4.6	1.7	7.1 n	0.7
Elite Occasions	2.8	2.2	2.4	7	4.4	1.3	4.1	0.9	0.6	1.5	6.2 h	2.9	2.6	4.8	1.3
PayCheap	3.6	5.6	1.5	1.9	4.3	3	4.6	2.2	2.8	4.8	3.6	4.1	3	4.8	2.7
Silvery	3.4	4.9	2.3	-	4.9	1.9	4.5	1.7	2.8	3.4	3.9	3.3	3.4	3.9	3
SoundSelect	3.6	4.7	2.3	3.5	2.4	4.8	3.3	4.2	0.4	2.1	8.4 h	3.6	3.7	5	2.6
Top Watch	2.6	2.6	2.9	1.9	3	2.3	2.7	2.5	1.3	1.8	4.6	4	0.9	5.7 n	0.4
Chrono24	2.6	2.9	3	-	1.9	3.3	3.4	1.5	1.3	1.7	4.7	4.2 i	0.5	6.2 n	-
dearrae	3.2	5	1.6	-	2.4	3.9	2.1	4.6	3.3	3	3.2	4.5	1.4	4.5	2.2
Foxy Beauty	1.6	1.3	2.5	-	2.2	1.1	2.4	0.6	0.4	2.8	2.1	2.5	0.5	3.3 n	0.4
Step Ahead	2.2	0.5	3.8 a	4.5 a	1.9	2.4	1.6	3	1.8	1.3	3.3	3.9 i	-	4.3 n	0.7
Watch Republic	2.3	2.9	2.2	-	3.3	1.4	3.4	0.8	1.5	2.4	3.1	3.3	1	3.6	1.4
Dyson	1.7	0.5	3.7 a	-	1.7	1.6	1.6	1.7	1.3	0.9	2.7	2.3	0.8	3.1	0.6
Pwnedgames	1.7	1.6	2.2	-	1.2	2.1	1.1	2.5	1.3	1	2.6	3.0 i	-	4.0 n	-
ComX	0.8	1.1	0.5	-	0.5	1.1	0.4	1.3	-	0.4	1.9	1.4	-	1.9	-
OTHER	4.8	6.5	4	-	4.8	4.8	1.9	9.0 f	4.4	3	6.7	3.9	6.1	5.8	4.1
Total Base subjects (Brands)	319.00	163.10	120.90	34.99	156.50	162.50	186.88	132.12	122.63	84.30	112.07	180.49	138.51	134.70	184.30

Table 16: Brand awareness by demographic

BRANDS PURCHASED BY DEMOGRAPHICS

Only a few brands have significant differences in the percentage purchasing in the last 12 months across age groups; Amazon, Exact and Builders being the most prominent examples.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Brands purchased	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Takealot	44.8	42	46.5	51.8	40	49.4	46.1	43	31.7	52.8	53.1	44.6	45.1	60.7	33.2
Woolworths	16.5	17.5	15.1	17.1	19.3	13.9	17.9	14.6	7.4	8.4	32.6	20.9	10.8	24.0	11.1
Zando	13.2	13.3	11.9	16.9	17.6	8.9	17.3	7.2	3.6	11.2	25.1	15.5	10.1	20.6	7.7
Edgars	16.9	19.4	14.8	12.4	16.9	16.9	18.2	15	11.6	14.6	24.4	18.3	15.1	19.5	15
Ackermans	17.1	21.7	12.9	10.2	16.8	17.4	21.5	10.9	17.7	15	18.1	17.3	16.9	21.3	14.1
Game	17.2	19.5	12.6	22.5	13.5	20.8	22.5	9.8	13.8	15.8	22.1	18.6	15.4	19.9	15.3
MRP	13.5	15.9	12	7.6	15.7	11.3	12.9	14.3	12.7	9.9	17	16.3	9.9	16.9	11
Makro	14.8	16.2	13.1	14.1	12	17.5	19.2	8.5	8.7	16	20.6	18	10.6	15.8	14
Amazon	17.2	22.9	12.1	8.7	9.8	24.4	19	14.7	8.3	21.9	23.5	17	17.5	20.7	14.7
Superbalist	11.1	12.2	9.7	10.5	12.8	9.4	14.2	6.7	5.3	7.4	20.2	11.1	11	19.9	4.7
PnP	12.6	15.3	9.4	10.5	12.5	12.7	13.3	11.6	9.4	11.2	17	13	12	13.8	11.7
Bid or Buy	9.3	9.1	10.1	7.5	8.7	9.9	9.7	8.7	5.1	11.1	12.5	11.4	6.6	13.5	6.2
HiFi Corp	12.5	15.1	9.6	10.2	11.2	13.7	17.5	5.4	13.4	5.8	16.5	11.3	14	13.9	11.4
Foschini	8.2	7	7.7	16	9.5	7	9.2	6.8	2.3	7.6	15.2	9.1	7.1	12.7	5
Exact	6.3	10.6	2.4	-	7.4	5.3	10.5	0.4	7	2.3	8.5	3.9	9.5	12.4	1.8
Incredible	4.8	6.8	3.5	-	2.4	7.2	7.2	1.5	3.6	1.5	8.7	5.9	3.5	6.6	3.6
Fashion World	4.4	5.4	3.4	3.5	5.8	3	6.7	1.1	4.3	2.9	5.7	4	4.9	7.3	2.3
The Fix	3.3	4.6	2.6	-	6.8	-	4.4	1.8	1.5	4.2	4.7	2.7	4.1	6.1	1.3
Builders	3.8	2.1	3.3	13.6	2.6	5.1	1.7	6.9	-	6.3	6.2	6.0	1.1	3.5	4.1
Dion	3.2	3.5	2.7	4.1	1.5	4.9	5.2	0.5	0.6	3.2	6.2	4.9	1.1	7.3	0.3
Loot	3.7	3.6	2.9	7	5	2.4	2.7	5.1	1.8	1.8	7.3	5.1	1.9	4.6	3
Yuppiechef	2.8	3.1	3.1	-	2.8	2.7	3.7	1.5	0.4	1.4	6.4	4.4	0.7	4.7	1.3
BT Games	2.4	3.1	2.1	-	1.1	3.6	3.4	0.9	-	3.1	4.4	3.4	1.1	5.0	0.5
NWJ	2.3	1.7	2.6	3.5	2.1	2.5	2.6	1.7	1.3	2.4	3.2	3.3	1	2.3	2.3
Signature Cosmetics	2.4	3.6	1.4	-	4.9	-	3.3	1.1	2.8	2.8	1.7	1.2	4	1.3	3.2
Smartphone Shop	2.8	4.9	0.9	-	3.8	1.9	3.9	1.3	1.3	4.8	3	2.2	3.6	4.3	1.7
Bargain Books	1.7	1.7	1.1	3.5	1.9	1.4	2.3	0.8	-	3.4	2.1	2.2	1	2.3	1.2
House and Home	3.1	3.1	1.7	8.3	3.5	2.8	3.6	2.5	4.1	2.4	2.6	3.2	3	0.9	4.7
Cellucity	1.4	1.8	1.2	-	0.8	2	2.2	0.3	0.7	2.2	1.5	2.4	-	2.9	0.3
Poetry	2.2	3.6	0.8	-	4.4	-	2.9	1.2	3.2	0.3	2.4	1.3	3.3	1.8	2.4
Archive	1.2	0.4	2.5	-	0.3	2	1.4	0.9	0.9	1.2	1.4	2.1	-	2.4	0.2
Laptop Direct	1.4	2.1	0.8	-	0.5	2.2	2.3	-	-	1.6	2.7	2.4	-	1.7	1.1
Pink Cosmetics	2.5	4.5	0.4	-	5.0	-	3.2	1.5	2.8	2.6	2	0.8	4.6	1.5	3.2
Audiomart	1.2	0.7	2.4	-	0.2	2.3	2	0.2	-	-	3.5	1.4	1.1	2.9	-
Hirsch	1.8	2.8	0.9	-	2.8	0.8	2.7	0.4	2.8	0.8	1.4	1.2	2.5	1.3	2.1
Mens Shoe Centre	2.4	3.4	1.7	-	2.2	2.6	4.1	-	2.8	-	3.7	1.5	3.5	3.1	1.8
ActiveCellular	1.4	1.3	1.9	-	-	2.8	2.4	-	0.7	-	3.2	1.7	1.1	3.4	-
Book People	1	0.7	1.9	-	-	2.1	1.2	0.9	0.9	-	2	1.9	-	2.5	-
CUM	0.6	0.2	0.7	1.9	0.8	0.3	0.4	0.8	-	0.4	1.3	1	-	1.4	-
Excellular.co.za	1.5	3	-	-	2.7	0.4	2.4	0.3	2.8	1.2	0.4	0.8	2.5	1.1	1.8
House of Cosmetics	1.9	2.7	1.2	-	2.4	1.3	3	0.3	2.8	1.2	1.3	0.6	3.5	1.9	1.8
Metro Cosmetics	1.8	3.6	-	-	3.8	-	3.1	-	2.8	-	2.2	0.7	3.3	1.2	2.3
Netjewel	1	1.6	0.5	-	1	1	1.5	0.3	-	0.4	2.5	1.1	0.9	2.4	-
Silvery	1.5	2.1	1.1	-	2.3	0.7	2.5	-	2.8	0.2	1	0.7	2.5	0.9	1.8
CA Cellular	0.8	0.3	1.7	-	0.3	1.2	1.3	-	-	-	2.2	0.6	1.1	1.8	-
Chrono24	0.9	1.3	0.5	-	-	1.7	1.5	-	-	-	2.4	1.5	-	2	-
Exclusive	0.4	0.6	0.2	-	0.3	0.4	0.6	-	-	1.2	0.2	0.7	-	0.9	-
PayCheap	1.5	2.5	-	1.9	2.6	0.4	2.2	0.5	2.8	0.8	0.6	0.7	2.5	1	1.8
Solo Shoes	0.6	0.7	-	1.9	1.2	-	0.6	0.5	-	0.9	1	0.6	0.5	1.4	-
Tafelberg	0.9	-	2.3	-	0.4	1.3	0.8	1	-	-	2.4	0.7	1.1	1.6	0.3
The Brand Store	0.6	0.9	0.4	-	1.3	-	0.6	0.6	-	1	1.1	0.2	1.2	1.5	-
Watches Direct	0.6	0.7	0.1	1.9	0.5	0.7	0.7	0.5	-	0.2	1.6	1.1	-	1.4	-
Elite Occasions	0.2	0.2	0.2	-	0.4	-	-	0.5	-	0.4	0.3	0.4	-	0.5	-
Eveteck	1	1.9	-	-	-	1.9	1.7	-	-	-	2.8	1.7	-	0.8	1.1
First Shop	0.6	1.1	-	-	-	1.1	0.9	-	-	0.8	1	1	-	1.3	-
Readers Warehouse	1.2	2.3	-	-	2.4	-	2	-	2.8	0.3	-	0.2	2.5	0.2	1.8
SoundSelect	0.3	0.3	0.5	-	0.3	0.3	0.6	-	-	0.6	0.5	0.6	-	0.4	0.3
The Watch Co.	0.4	0.7	0.1	-	0.8	-	0.7	-	-	0.2	1.1	0.1	0.9	1	-
Top Watch	0.5	0.7	-	1.9	0.4	0.7	0.6	0.5	-	-	1.6	1	-	1.3	-
Best Beauty Buys	0.1	0.2	-	-	0.2	-	0.2	-	-	0.3	-	0.2	-	0.2	-
dearrae	0.2	-	0.5	-	-	0.3	0.3	-	-	-	0.5	0.3	-	0.4	-
Dyson	0.4	-	0.9	-	-	0.7	-	0.9	0.9	-	-	0.6	-	0.8	-
Raru	0.4	0.7	-	-	0.8	-	0.6	-	-	-	1.1	-	0.9	0.9	-
The Book Dealers	1.1	2.1	-	-	2.2	-	1.8	-	2.8	-	-	-	2.5	-	1.8
The Watch Channel	0.4	0.7	-	-	0.8	-	0.6	-	-	-	1.1	-	0.9	0.9	-
Tread + Miller	0.2	-	0.5	-	-	0.3	0.3	-	-	-	0.5	0.3	-	0.4	-
W24	0.2	-	0.5	-	-	0.3	0.3	-	-	-	0.5	0.3	-	0.4	-
Watchfinder	0.2	-	-	1.9	0.4	-	-	0.5	-	-	0.6	0.4	-	0.5	-
OTHER	Total OTHER	1.7	1.1	3	3.5	-	0.8	3.1	2.2	1.6	1.3	1.2	2.5	1.4	2
Total Base subjects		319	163	121	35	157	163	187	132	123	84	112	180	139	184

Table 17: Brand purchased - last 12 months

CHANNELS PREFERRED BY DEMOGRAPHICS

A significantly greater percentage of respondents below 50 years old prefer WhatsApp, compared to the percentage preferring WhatsApp above 50. Male respondents also prefer WhatsApp to female respondents. Significantly more respondents with household incomes **above** R20,000 per month **prefer email** to those earning less.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Channels prefer	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
Email	59.7	63.6	55.4	57	58.9	60.6	62.8	55.3	42.5	62.4 h	76.6 hi	61.2	57.8	77.6 n	46.7
Whatsapp	35	40.1 c	36.2 c	7.3	22.5	47.0 d	38.1	30.6	35.5	28.9	39	36.5	33	39.6	31.6
Phone	31.7	38.5 b	23.5	28.2	27.4	35.8	37.4 g	23.7	25	32.9	38.2 h	28.3	36.2	39.5 n	26
SMS	22.9	24.2	21	23.4	19.9	25.8	26.5	17.8	25.7	19.2	22.7	22.1	24	25.6	21
Facebook messenger	21.6	23.8	21.1	12.8	14.3	28.6 d	28.2 g	12.2	24.8	14.5	23.3	20.7	22.7	25.4	18.8
Ticket system	9.3	6.5	12.4	11.3	8.9	9.6	9.1	9.5	1.5	11.6 h	16.0 h	11.9	5.8	12	7.3
Postal	7	6.4	9.2	1.9	5.1	8.7	9.9 g	2.9	6.8	9.5	5.2	4.6	10	6.3	7.4
Snapchat	4.4	4.9	4.9	-	3	5.6	6.5 g	1.4	-	3.3	9.9	4.9	3.7	7.7 n	2
Fax	3.1	1.5	4.1	7.1	1.4	4.7	3.3	2.7	2.2	2.4	4.6	4.7	1.1	4.8	1.9
Total Base subjects	319	163	121	35	157	163	187	132	123	84	112	180	139	135	184

Table 18: Channels preferred by demographic

PROBLEMS ENCOUNTERED WHILE SHOPPING ONLINE BY DEMOGRAPHICS

In general, older respondents report less problems than younger respondents below 30. Significantly more females perceive delivery speed as an issue than males, while significantly more females than males believe someone else signed for their delivery resulting in their not receiving the delivery. Significantly less problems are reported by those in the other ethnic group classification than those in the black ethnic group classification. Those earning household incomes above R20,000 reported significantly less problems than those earning less household income. No significant differences were noted across levels of urbanization. A significantly higher percentage of those with a degree/diploma reported credit card issues than those without a degree/diploma.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Problems	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
NO PROBLEMS	38.9	25	46.9 a	81.4 **	41.3	36.9	26	58.9 f	28.2	45.6 h	42.5 h	43.1	33.1	37.8	39.9
Didn't deliver on time/slow	24.9	27.3	24.1	15.8 **	34.0 e	17.6	26.6	22.3	38.1 ij	17.3	20.1	20.5	30.9	24.7	25.1
Problem with credit card system or other payment method	17.7	24.1 b	12.5	2.8 **	22.4	13.9	23.7 g	8.3	25.2 j	19.5	10.7	13.7	23	23.1 n	12.5
Slow website	18.4	25.6 b	12.1	2.8 **	17.5	19.1	27.6 g	3.9	18.4	25.6 j	13.5	14.7	23.4	18.8	17.9
Charges for delivery unclear	16.8	22.6 b	12.2	2.8 **	15.7	17.6	18.8	13.6	15.1	12.8	20.8	17.6	15.7	15.9	17.6
Had to «pretend» to buy to see how it worked and then return	12.6	14.6	13.6	-	16.9	9.2	12.5	12.9	12.3	12.2	13.3	13.3	11.8	10.6	14.6
Confusing website	14.3	20.6 b	9	-	10.3	17.6	19.0 g	7	18	7.7	15.9	13.6	15.2	18.1	10.6
They asked for too many details	13.4	18.4	9.9	-	13.4	13.4	19.3 g	4.3	20.2 j	17.3 j	5.6	12.4	14.8	10.5	16.2
Faulty ordering system	10.4	10.6	8.9	14.2 **	13.7	7.7	13.8 g	5.1	10.9	6.9	12.4	10.3	10.5	13.4	7.5
Didn't deliver at all - went missing and refused to send	10.5	10.2	14.2	-	11.4	9.8	15.9 g	2.2	14.7	8	9	9.1	12.4	9.9	11.1
Someone else signed for delivery and I never received	8.6	8.6	11.2	-	12.7 e	5.2	10	6.3	15.5 j	6	5	7.3	10.2	7.7	9.3
Difficult to return goods	1.6	2.9	-	-	-	2.9	2.6	-	5.1 j	-	-	-	3.7	-	3.1
Unresponsive	0.6	-	1.6	-	1.3	-	-	1.5	-	-	1.4	-	1.3	-	1.1
Deceptive images	0.2	-	0.6	-	-	0.4	0.4	-	-	-	0.5	0.4	-	0.5	-
Failure to cancel order	0.3	-	-	2.4	0.6	-	-	0.7	-	-	0.6	0.5	-	0.5	-
Forms used to collect customer details inadequate	0.2	-	0.5	-	-	0.3	-	0.5	-	0.6	-	0.3	-	0.4	-
Never delivered - only offered refund	0.1	-	0.3	-	0.3	-	-	0.3	-	-	0.3	0.2	-	0.2	-
Total Base subjects (Problems)	253	136	89	27	113	139	154	99	79	70	104	145	107	125	128

Table 19: Problems encountered while shopping online by demographic

**Sub-sample too small to apply significance test

PAYMENT MECHANISMS ABLE TO USE ONLINE BY DEMOGRAPHICS

A significantly greater percentage of those below 30 years and those older than 50 years are able to use EFT as a payment mechanism. A significantly larger percentage of respondents below 30 years are able to use PayPal. Significantly more males are able to use PayPal versus females. Significantly more black respondents are able to use alternatives to traditional credit / cheque cards – such as PayPal and crypto, while significantly less black respondents are able to use credit / cheque cards.

A significantly greater percentage of those earning R20,000 or more selected a payment mechanisms of any type – likely because they are able to use a wider selection of payment mechanisms (keep in mind this is a multiple response question and therefore percentages can sum to greater than 100%). A significantly larger percentage of those residing in City/suburbs selected credit / cheque cards and PayPal; versus the percentage selecting those options who reside in towns and rural areas. Those with a degree / diploma selected most payment mechanisms a greater percentage of the time than those without a degree / diploma.

	Totals	Age			Gender		Ethnicity		Household income			Area		Education	
Payment methods	Total subjects	15-29 [a]	30-49 [b]	50+ [c]	Female [d]	Male [e]	Black [f]	Other ethnic [g]	R 0 - R 7999 [h]	R 8000 - R 19999 [i]	R 20000+ [j]	City/suburban [k]	Town/rural [l]	Degree / diploma [m]	Up to high school [n]
EFT (Bank transfer)	60.1	66.5 b	50.5	63.4	58.8	61.3	64.4	54	41.4	65.3 h	76.6 h	60.8	59.1	79.0 n	46.3
Credit / cheque card	36.7	32.7	38.8	48.1	35.7	37.7	31.6	43.8 f	21.9	40.1 h	50.4 h	44.1 i	27.1	42	32.8
PayPal (using your PayPal balance)	31.1	37.0 c	28.5	13.1	23.9	38.1 d	40.1 g	18.4	19.7	31	43.8 h	32.7	29.1	41.2 n	23.8
PayPal (using your credit / cheque card via PayPal)	23.8	21.3	28.8	18.1	18	29.3 d	29.1 g	16.1	19.9	17.6	32.6 hi	28.0 i	18.2	32.0 n	17.7
Crypto currency (e.g. Bitcoin)	4.4	7	2.1	-	3.2	5.5	6.4 g	1.5	2.8	2.6	7.5	5.9	2.5	7.9 n	1.8
Moneybookers	2.1	3.8	0.3	-	3.5	0.7	3.5 g	-	2.8	0.2	2.7	1.8	2.5	1.8	2.3
Stripe	1.5	2.9	-	-	3.0 e	-	2.5	-	2.8	-	1.2	0.7	2.5	0.3	2.3
Total Base subjects (Methods)	319	163	121	35	157	163	187	132	123	84	112	180	139	135	184

Table 20: Payment mechanisms able to use by demographic

DEFINITIONS

Online retail: Online retailers sell goods to consumers via online platforms. Intangibles and services are excluded.

Penetration: The percentage who bought at least once within a specific time period. This could refer to a product category or a brand.

Purchase occasion frequency: How often purchases were made within a specific time period by those who bought at least once within that time period.

Purchase-occasion market share: Purchase-occasion market share equals the number of purchase occasions reported by respondents for a specific retailer divided by the total number of purchase occasions across all brands multiplied by 100.

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